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PRINTERS' INK

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLIX

NEW YORK, APRIL 14, 1932

No. 2

Opens 40 Markets for New Product at Cost of \$75,000

This Company Proves That If Large Advertising Outlay Is Impracticable, Small One May Deliver

Data Supplied and Article Approved

By A. Urban Shirk

Manager, Packing House Sales, International Products Corporation

A CCORDING to the experience of the International Products Corporation, there need be no hesitancy about introducing a new item into the line just because a large advertising appropriation may not be advisable or feasible.

During the last two years, this company has succeeded in establishing distribution in more than forty cities for Torex, a beef concentrate. The item has gained a firm hold in the New York market among others and all this, according to A. Urban Shirk, manager of the company's packing house sales division, has been accomplished with a total advertising outlay of less than \$75,000.

Two years ago there was no such thing as Torex. The accomplishment in its behalf, therefore, is something that the company feels rather proud about.

"We introduced our product at a time when even the smallest of grocery stores was reticent about buying a new item," Mr. Shirk explained. "We had to combat the most conservative buying psychology that the country has gone through in fifteen years. Only those who have tussled with the sales resistance that a new item meets these days will appreciate how circumstances made our introductory work doubly hard. On the other hand we had the advantage which accrues to the greater potentials in

attention values which advertising delivers these days.

"I am now convinced that small appropriations can make a far greater impression on public consciousness when less aggressive advertisers are resting in comparative quiet on the side lines. While we have not spent \$250,000, as outsiders estimate, we have made shrewd observers think we did because our \$75,000 has been just about four times as effective in overcoming about four times the sales resistance that existed, say, five years ago."

The International Products Corporation, for a number of years, has been engaged in the canning of corned beef, under private brands. Like so many manufacturers, the company concluded that its business ought to be on a sounder basis, that it should build for itself the assurance which comes with a manufacturer's control over his own branded merchandise.

A study of the situation convinced the company that the opportunity it sought rested in the extension of what had been a supplementary by-product activity. This by-product was the beef extract obtained from the process of canning the corned beef. The extract was sold to bouillon makers, largely to those located in Europe.

There came to be established an open market price on this extract

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The Original Display Catton (Left) Features Only the Bouillon Appeal. Surveys Resulted in the Adoption of the New Carton (Right) Which Features the Cooking Appeal

which made this phase of the business less profitable. It was this situation which led the company to produce its own beef extract for the American market.

While ideas for new products often have their inception in the minds of sales managers, it is somewhat unusual for the product itself to be developed in the laboratory by a sales manager. Mr. Shirk, who majored in chemistry in college, also had practical experience in product development while associated with the American Chicle Company.

The market was studied and it was found that the most prevailing type of beef extract product was obtainable only in cubes. Research also revealed the fact that a hindrance to wider consumer acceptance of bouillon products lay in the fact that cube products, of necessity, have a high salt content to maintain solidity.

This furnished the clue for a paste product. Less salt would be required, leaving it to consumers to salt to suit their taste, thus making the product desirable as a flavoring agent as well as a hot drink.

A paste also permitted packing in tubes, which further differentiated the product. The tube offered strong selling points of cleanliness, convenience and economy to small unit users.

Mr. Shirk evolved the product from experiments with an ice cream freezer and a hot oil bath, testing until a desirable formula was obtained. The product was then sent to Washington to ascertain just what the attitude of the Government would be, particularly with respect to the proposal to pack the product in tubes. To meet the Government's stipulations, the company erected a factory which operates under a license from the Bureau of Animal Industry, Department of Agriculture.

A study was made of tube packages used in the cosmetic and toilet goods field so that a type of design might be created which would be strikingly different and, of itself, emphasize that its contents were a food product.

The name Torex was coined by Mr. Shirk, combining the Spanish "tor" for bull with the Latin suf-(Continued on page 98)

Bosto

CULTIVATE RHODE ISLAND IN 1932



going as Usual!

ACATION plans are budding again in Rhode Island. These fixed habits won't be denied.

About 75,000 families here have incomes regularly averaging over \$4000, and nearly twice that number of bachelor men and girls look forward to vacation-time as spending-time, without too serious thought of the future.

We're buying merchandise as usual-but for less money. have twice as much in the bank as the average American family. The great majority of us still have incomes, and that means we're going vacationing. What have you, to tempt these ingrained desires?

Journal-Bulletin FAMILIES

In Providence

In Rhode Island

OUT 2 OF &

daily newspapers

of families reading



CHAS. H. EDDY CO. Representatives R. J. BIDWELL CO. Boston · New York · Chicago San Francisco · Los Angeles · Seattle

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4, 1932

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ned by panish n sufTHE WHITEHEAD & HOAG COMPANY St. Louis, Mo.

Editor of PRINTERS' INK:

Here is something to think about:
In view of the fact that the letter
"Q" is never used without being followed by the letter "u," why not create a character to be known as "Kwa" to take the place of these two letters? In other words, it would be a simple combination of "q" and "u" so that this one letter could be used on the typewriter or in printing and writing without using them both. My spelling "Kwa" is merely the suggested pronunciation. is merely the suggested pronunciation. What do you think of the idea?

LESLIE P. HUEY. Manager.

UITE an idea, we think. But we would not like to be quoted as furthering this suggestion on philological or lexicographical We have qualms about grounds. attempting to qualify on that score, lest we end in a quagmire. Precise people might object that in this quest for change, the fine distinction would be lost in those few words-such as coquette, etiquette. antique and burlesque - in which "qu" has the sound of "k." But we shall not quibble about that.

We like the idea because the whole business trend is toward new products with which to lure quarters from that elusive quarry-the buying public. Give them quality, but give them something new is the quintessence of modern selling. Now there has been nothing new in the alphabet since-was it in 1800?the quondam "u" and "v" were combined to make "w." Unquestionably, the lexicographers have been quiescent—quitters, one might

Let us quickly inquire into the business requirements which would follow upon adoption of what our inquirer suggests. All typewriters now in use would become obsolete. Linotype machines also would have to be revised; ditto no end of things about the modern print shop. Who would dare to quash an idea-we quiver to think of it-which would mean so much new business in these times!

While we are at it, why not re-

vise the whole alphabet; that is, the sequence of the letters? Let the vowels be grouped together first. Then put the consonants in logical order, with related letterssuch as "p" and "b," "f" and "v,"
"t" and "d" (you get the idea?) following one another. That would mean reprinting of all the dictionaries, mailing lists, directories, etc., and re-arrangement of all office files. What a dent in unemployment that would make!

1/1

Maybe this idea of a new letter is a "quince." But though we have always liked "q"—it's so quaint we'll vote for the change. However, here's our proposition-quid pro quo: we will get back of this idea if our inquirer will promote an idea of our own. We believe there is a crying need for an entirely new letter (call it "huh?") to be freely used when in doubt of correct spelling .- [Ed. PRINTERS' INK.

Williams & Cunnyngham Add to Staff

F. W. Thurnau and Lian T. Piper have joined the Chicago staff of Wil-liams & Cunnyngham, Inc., as account executives.

Mr. Thurnau, for many years with the Dunlap-Ward Company, was more recently with Vanderhoof & Company, Chicago

Mr. Piper was formerly associated with the Dunham - Younggreen - Lesan Company,

National Florist Campaign to O'Keefe

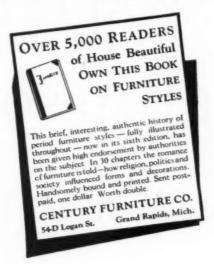
The Society of American Florists and Ornamental Horticulturists has appointed Ornamental Horticulturists has appointed the P. F. O'Keefe Advertising Agency, Inc., Boston and New York, to direct its "Say It With Flowers" campaign. This appointment returns the account under the direction of P. F. O'Keefe who originated the "Say It With Flowers" slogan.

Redfield Succeeds Olds at Hills Brothers

William F. Redfield, sales manager of the Eastern division and manager of the export sales department of The Hills Brothers Company, New York, Dromedary food products, has been appointed general sales manager. He succeeds George D. Olds, Jr., who has resigned. general sales manager. He succeeds George D. Olds, Jr., who has resigned. Mr. Redfield has been with Hills Brothers since 1921.

An Advertisement

that carries its own endorsement of a great advertising medium



Every year, since 1928, the Century Furniture Company of Grand Rapids, Michigan, have advertised their book on furniture styles in the Window Shopping Section of House Beautiful . . . convincing testimony to the pulling power of a famous magazine. Do YOU want results also?

There are more subscribers every day to

House Beaufiful

8 ARLINGTON STREET - - - - BOSTON

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

MEMBER OF THE NATIONAL SHELTER GROUP

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J. WALTER THOMPSON COMPANY

1932

Product research · Study of markets and merchandising · Complete advertising service in newspapers, magazines, radio, and outdoor.

An organization of more than eleven hundred people, located in twenty-two offices in the market centers of the world

NEW YORK • 420 Lexington Avenue • 1 Wall Street CHICAGO • 410 North Michigan Avenue

SAN FRANCISCO · BOSTON · CINCINNATI · ST. LOUIS
LOS ANGELES · MONTREAL · TORONTO · · London
Paris · Barcelona · Stockholm · Copenhagen · Berlin · Antwerp
Sao Paulo · Buenos Aires · Port Elizabeth · Bombay · Sydney

Mr. and Mrs. Average Give These **Testimonial Interviews**

Standard of Indiana Newspaper and Farm Paper Campaign Features Plain Talk of Ordinary People

A N insurance man, a miner, a nurse, a dental technician, a charity worker, a restaurant keeper, a doctor-these and many other ordinary people will tell of their experiences with Iso-Vis motor oil in the new advertising campaign of the Standard Oil Company (Indiana). Each piece of testimony is a simple, sincere human-interest story, transcribed in newsy interview form by a skilled newspaper

The campaign, which began with introductory copy last week, will run in 1,550 newspapers in 1,365 cities and towns in the company's Middle Western territory. A farmpaper campaign in similar style will run concurrently in a list of State and sectional farm publications. The latter features Polarine oil for tractors and the interviews are exclusively with farmers. A professor in agricultural engineering is the reporter for this section of the

This advertising is designed to bring to the every-day people who compose any consumer market the practical experiences that everyday people exactly like themselves have had with the product.

testimonials have dramatized by the use of newspaper technique in both copy and physical presentation. The copy is written in sprightly, interview style by two newspaper reporters with a

live news sense.

The headings are conceived and worded in newspaper manner and their typography is that of the newspaper headline. Each advertisement is illustrated with a large photograph of the person interviewed and the reporter as they engage in their chat. These pictures, too, carry a news flavor with the informality of their posings and the varied, interesting settings.

Here is Mr. Casey talking with a dental technician in Butte, Mont.:

of Butte, "the difference between a car and a mountain goat is that you don't have to lubricate the goat."

Mr. Lodge is a dental technician who in two years has driven a 1930 Chevrolet over 32,201 miles of canyon roads and

over 32,201 miles of canyon roads and high passes.

"Out here you can't afford to experiment with engine oil," he said as he took a steep grade to demonstrate the performance of his engine. "When Pail Bunyan was designing the Rockies he must have figured on shaking automobiles to pieces as soon as possible.
"So, as soon as I got this car. I

"So, as soon as possible.
"So, as soon as I got this car, I filled it up with Iso-Vis and I've been using Iso-Vis ever since.
"Driving other cars and using whatever oil was handy, I had all the usual troubles of mountain driving. I got to know almost as much about engines as I knew about teeth." He listened ap-

I knew about teeth." He listened appraisingly as the engine picked up and lifted the car in high gear to the crest above Butte.
"Have you seen the inside of this engine?" his passenger asked.
"No." he said fervently, "and I'm beginning to hope I never will. You may have noticed that I haven't even a carbon knock, and I believe the oil has plently to do with that. I've never had the head off the engine and I've never had to grind valves.

off the engine and a ve never had an grind valves.

"I don't do much driving in connection with my work but when I do drive I want to go places. I went from here to Eugene, Ore, last year in just over thirty hours—crossed two mountain ranges and ran through weather that varied from freezing to 119 degrees in the shade. I added one quart of oil for the shade. I added one quart of oil for

The farm-paper advertising of Polarine is written in the farmer's language by a man who under-

stands farming.

"This year's advertising angle represents the third link in a threeyear advertising chain," says N. H. Reed, Standard Oil advertising manager. "In 1930 our advertising told people that the new Iso-Vis had passed exacting laboratory tests which showed that it would not thin out and that it deposited a minimum of carbon. The next year we set out to show how the oil would stand up under difficult driving conditions.

'Having shown the proved efficiency of the product in the laboratory and in supervised driving tests, we have undertaken an-

"In the Rockies," said Owen Lodge

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\$2,600,000 circulation income!

Not a premium not a contest . . . not an insurance policy hookup . . .

just straight reader interest!

The fact that in 1931 Iowans paid more than \$2,600,000 for their subscriptions to The Des Moines Register and Tribune, a new all-time high total, proves

- 1. Iowans have buying power.
- 2. The Des Moines Register and Tribune has extraordinary reader interest.
- 3. Manufacturers looking for increased sales should ponder points 1 and 2.

The Des Moines Register and Tribune

245,241 Daily A. B. C.

"GET THIS RIGHT, CASEY— 103,500 MILES"



STANDARD

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ISO-VIS Motor Oile

An Insurance Man, Owner of a Pontiac, Is the One Interviewed in This Newspaper Advertisement

other logical step in the sequence—to show what the stuff does in the hands of John Q. Public. Proved performance has been the theme throughout and this testimonial advertising is aimed to clinch the point from the standpoint of testimonies of long time use by average motorists."

In arranging these experience interviews, the first step was the securing of about 1,000 names of representative motorists who had used the oil for at least two years on a mileage of 25,000 or more. Division superintendents were requested to have station attendants in their territories turn in names of such cusomers. From these around fifty were selected and the writers, accompanied by a photographer, went out to interview them. No compensation whatever was paid to the users and after the interviews had been written they were submitted to the persons quoted for verification.

The selection of those to be interviewed was made on the basis of three points which had a bearing upon the interest and the merchandising significance of the advertising.

In the first place, the company sought to have all leading makes of cars represented in the advertisements, so as to make them of specific interest to the people driving the same kind of car and also to lead to special attention to the advertisements by the dealers selling the same car. In each case, the name of the user's car is featured in the copy and the car itself is shown either in the interview photograph or in a second picture included in the advertisement.

Further interest of a personalized sort was secured by selecting users from all different sections of the territory and representing many different occupational walks of life. Thus the advertising presents a broad and interesting cross section of statements from Iso-Vis customers.

The newspaper advertisements are in large space—over 1,000 lines—and will appear about four times a month during the spring and at a somewhat wider interval in the summer. In September the advertising will take up the winter driving slant.

Boston Agency Merges with Hoyt Agency

The Porter Corporation, Boston advertising agency, has been merged with the Charles W. Hoyt Company, Inc., of New York.
Under this arrangement, George N. Merritt, general manager of the Porter Corporations and the Porter Corpo

Under this arrangement, George N. Merritt, general manager of the Porter Corporation, becomes vice-president and manager of the new Boston office of the Hoyt company, with headquarters at 80 Broad Street.

Dickie-Raymond, Inc., direct-mail advertising, affiliated for several years with the Porter Corporation, will continue to maintain a similar connection with the Hoyt agency. No change will be made in the Dickie-Raymond management or organization as a result of the Porter-Hoyt merger.

Hobart Succeeds Holliday on Atlanta "Constitution"

James R. Holliday, for forty-seven years associated with the Atlanta Constitution as advertising manager and, more recently, as national advertising manager, has retired. He is succeeded as national advertising manager by Richard L. Hobart, who has been a member of the national advertising department.

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CONTACTS

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N the service of its readers aside from the publication of the news, The Milwaukee Journal established more than one and one-half million personal contacts in 1931—a number more

than twice as great as the entire population of Greater Milwaukee.

This meeting of newspaper and readers was accomplished through

The Journal Public Service Bureau, Tour Club, Boys' and Girls' Club and other special service agencies and projects of this newspaper.

A generous program of friendly service builds for The Journal increasing good will, public confidence and reader interest—and adds to the results from all Journal advertising.



THE MILWAUKEE JOURNAL

COVERS MORE THAN 80% OF THE BUYING POWER IN GREATER MILWAUKEE

SAVE POWDER See the

.. nothing counts but the

BULL'S-EYE



ET'S forget about "coverage" and "dominance" for a while and think about Chicago. A whale of a big town -one of the truly great market targets worth shooting at

THE CHICAG

National Advertising Representati

Copyright, 1932, The Chicago Daily News, Inc.

250 Park

CHICAGO Palmolive Building PHILADELPHIA Record Bldg.

DETROIT New Center Bld

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See that black spot-the official A.B.C. Chicago trading area—only forty miles across? Yes, but it covers 1,000,000 buying homes. And the big circles whirling off into the hinterland surround mostly small towns, silos and sand dunes-in a word Scatterville.

Only two ways to hit what you're shooting at-scatter a heavy, costly load of advertising all over the map on the chance of striking the true Chicago buying market now and then-OR tie your sales message to a medium that knows where it's going, gives Scatterville the go-by and flies straight to Chicago's buying millions.

The Chicago Daily News concentrates 95% of its total circulation within the forty-mile Chicago trading area. Which means that waste circulation into Scatterville just isn't. Stop shooting all over the map. Aim for Chicago alone. ting at Score more sales bull's eyes-and pocket the difference.

RGE A. McDEVITT CO. YORK

> Financial Advertising Offices **NEW YORK** CHICAGO 165 Broadway 29 S. LaSalle Street



MPRESSIONS OF OKLAHOMA CITY by one who has never been there

THERE are still those who think the sun sets somewhere west of Gallipolis, Ohio, that Oklahoma is the "great American desert," and Oklahoma City its lone oasis.

As a matter of fact, this "desert" ranks 7th in the U. S. as an agricultural state and Oklahoma City is the country's 7th largest livestock center.

Oklahoma City, far from being a lonesome spot on the map, is the hub of a 26-county trade area containing 62 towns with population over 1,000; nine of them are over 10,000. All are linked to Oklahoma City with 5 trunk

railroads, interurban lines, a network of bus and truck lines, and improved highways. From 75% to 95% of all products sold in these towns are distributed through Oklahoma City jobbers and wholesalers.

By any yardstick, the millionperson Oklahoma City Market is one of the most profitable sales territories in the country. Sell to this market by concentrating your sales promotion in the Oklahoman and Times which ALONE are big enough to do a thorough selling job.





THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES

OKLAHOMA PUBLISHING COMPANY Oklahoma Farmer-Stockman Station WKY National Representative E.KATZ Special Advertising Agency Th

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This High Quota Not Just a Mark to Shoot At

Automobile Accessory Maker, Using Carefully Prepared Plan, Works Systematically Toward 25 Per Cent Advance

An Interview by Andrew M. Howe with

J. A. Graham

President, Motor Improvements, Inc.

"WHO, in your opinion," I asked Ray Sherman, editor of Motor, "is doing an outstanding merchandising job in the automotive industry? Is there any one company that has been particularly successful in obtaining and holding the good-will of dealers?"

"I can give you several good examples," he replied. "But here is one," he continued, tearing a page from a copy of Motor, "that built up a replacement business and is holding its own even in these

The advertisement was for Purolator, an oil filter made by Motor Improvements, Inc.,

Newark. "Go talk with J. A. Graham (president of the company) and he will tell you how his company has built dealer good-will and has done a good job of consumer education as well."

"We started in business back in 1923," said Mr. Graham. product filters the crankcase oil continuously as the car runs, keeping it free of the dirt, grit, metal particles and hard carbon that cause excessive wear. At about 8,000 miles, the Purolator cartridge, or case containing the filter element, becomes so filled with dirt filtered from the oil that it becomes necessary to change the cartridge.

"Our profits come from the installation of the equipment in the car and the replacement of the worn-out cartridges. Part of our effort has been directed toward getting automobile manufacturers to use Purolator as original equip-Within a year and a half after the introduction of our product we had succeeded in having it placed on a number of the leading makes.

"Our largest market, of course, was and still is in getting automobile repair shops and service stations to install our systems in those cars which do not have them as original equipment, and in replacing the cartridges. We have been very successful in building up our dealer organization by showing dealers just how profit-able the line can be to them.

"By the end of 1929 we had secured enough outlets and so perfected our sales and merchandising plans that we could expect large increases in sales. In 1930 we had a 54 per cent increase in replacement business over 1929. In 1931 we showed an increase of 38 per cent over 1929, which, all things considered, was an achievement of which we are proud.

"This year we expect to increase our replacement sales 25 per cent. We have set our quotas that much ahead and we believe that we shall be able to meet them.'

When asked how this increase was to be obtained, Mr. Graham said: "We are going to work

But, of course, there is more to it than that.

This company will work harder, but it will be with a definite plan based on its previous years' experience. Here are the factors that will play a large part in the 1932 merchandising efforts Motor Improvements, Inc.:

1. A distributor quota - bonus plan.

2. Complete service data for

3. Advertising to distributors and dealers.

1932

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4. Advertising to consumers.

5. Co-operation of salesmen with distributors.

6. Getting dealers to use the company's dealer help material.

Close co-operation with automobile manufacturers.

8. Obtaining new dealer outlets.

1. The company has seventy-eight distributors. A quota has been set for each distributor based on the number of car registrations in his territory, the number of dealers, etc. This quota is broken down into months and is included in the distributor's sales agreement. He agrees to put forth every reasonable effort to buy and sell his assigned quotas.

Units bought in any quota month are computed on the basis of units ordered on orders dated between the twenty-ninth of the preceding month and the twenty-eighth of the quota month, inclusive, except when orders specify delivery after the twenty-eighth of the quota month. Such orders are applied to the quota of the following month.

In order to stimulate thorough coverage and development of his territory by the distributor, the company has worked out a bonus or extra discount plan. This bonus is paid to the distributor at the end of each six months' period

the end of each six months' period. A certain percentage of the six months' quota, represented by units bought, is the basis of the discount. The distributor who purchases 100 per cent or more of his quota earns a discount of 10 per cent. If he purchases 95 but less than 100 per cent of his quota, he earns a discount of 8 per cent. This scale goes down to 80 per cent of quota. No distributor purchasing less than 80 per cent is eligible for a bonus.

If for any reason the territory of the distributor is either enlarged or reduced during 1932, his guotas will be automatically superseded by quotas computed on the basis of potential sales within the boundaries of the revised terri-

2. As new models and new cars are brought out, it is necessary to

supply every dealer with specific service data which will enable him to install the proper equipment. The company divides its dealers into two classifications, A and B. A accounts are those service stations and various repair shops that service many makes of cars. B accounts are those that service specific cars. A dealer for Chrysler, for example, will have his own service station and this shop is naturally not interested in data on the installation of the equipment on other makes of cars.

Every A account is furnished with a loose-leaf binder which holds installation and other data sheets as they are issued by the company. These sheets not only contain installation instructions but price lists and other information which will be of aid to the dealer.

Names Are Constantly Added

These service data sheets are an important part of the company's co-operation with dealers. The company is constantly adding to its list of names. Some 16,000 binders have been distributed to A accounts and the company expects to send out about 8,000 more this year. The company's complete A mailing list comprises some 31,000 names. The B list contains about 45,000 names.

"These names," said Mr. Graham, "are all furnished by the distributors. As a part of the sales agreement we agree to send to each account on the distributor's list a series of ten trade reminder In addition we agree to mail, from time to time, information and literature for the purpose of keeping dealers active in the sale of our products and assisting them to sell. A minimum of six mailings are made to B accounts and a minimum of eight mailings to A accounts. A clause in the sales agreement states that the distributor must furnish a list of accounts to us.

The distributor is charged at the rate of 2 cents per unit of certain items in the line to cover a part of the cost of this mailing service. The major part of the cost for

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this service, however, is taken from a sum that has been set aside from the company's advertising appropriation for the service.

3. The company's advertising to

the trade features the profit possibilities of the line. Reprints of the advertisements appearing in dealer publications are

mailed to the entire list. 4. The product has been advertised to consumers right from the start. The company invests about 5 per cent of its sales in advertising, both to consumers and to the trade. consumer advertising is expected to impress automobile manufacturers and keep them interested in the product and to educate the public. The Purolator is only one small item on an automobile and un-

less the car owner is reminded frequently he is likely to forget that he has such a part. The cartridge should be changed every 8,000 miles and it is to educate consumers to this fact that the company uses advertising.

"We can't afford to let up for one minute," said Mr. Graham, "in our advertising to the consumer. We must keep him coming in for replacements. We believe our advertising has succeeded in educating a large percentage of car owners to the necessity of changing the cartridges."

Magazines and farm papers are used.

5. The company has a force of eleven salesmen. Four of these call on automobile and tractor manufacturers as well as other industrial accounts to interest them in the item as original equipment. The other seven call on dealers and distributors. Their duties include, besides their selling activities, seeing to it that these accounts obtain and use dealer-help material. They work very closely with distributors in helping them with their Purolator sales problems.

6. All of the company's dealerhelp material is sold to distributors and dealers. The company believes that this is the only way that it can be assured that the material will be used. The charges



An Illustration from One of the Magazine Advertisements Used by Purolator to Educate Customers

are nominal and do not cover the cost of production but are high enough to make dealers hesitate before ordering more material than they can use. The material itself consists of various types of signs, specification charts, counter displays and window displays as well as direct-mail material. Special folders are available featuring Purolator equipment for certain makes of cars.

7. Co-operation with automobile manufacturers is accomplished through the salesmen and through consumer advertising. The company endeavors to show how the automobile manufacturer can use the product as a sales argument on consumers and how it helps keep consumers satisfied by preventing costly and annoying repair bills.

8. The company has recently completed arrangements for the distribution of cartridges through the service stations of some of the larger oil companies. This move is opening a large number of new outlets. In making these arrangements the company has protected its distributors by insisting that all orders be filled by them.

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Blow Some More My Way

Will Women Now Turn in Droves to Pipe Smoking?

IT was the maker of Helmar cigarettes who, early in that ancient year of 1919, showed an Oriental lady with a fag between her lips in newspaper advertising. That

year, it will be remembered, was a crucial one in fundamental

changes.

The post war period had started with a loud noise. Women were showing their new freedom, and almost from the moment the bells rang on Armistice Day, one of their methods was to puff openly on cigarettes.

Yet by 1919 the advertiser dared only to show in his advertising ladies of whom a current writer said "the ladies in these pictures are really not Orientals at all. They look as if they had never been

east of Brooklyn Borough Hall."
In 1921 a hosiery advertisement which showed a woman displaying the merchandise and also smoking, aroused much criticism on Main Street. Sinclair Lewis' book had just come out and the distinguished author himself wrote a letter to PRINTERS' INK on how his opus was a guide to copy writers.

Even when the ladies came more into the open with their puffing, advertisers egged the habit along with the greatest delicacy. We all remember the "Blow Some My Way" advertising by Chesterfield when the young lady was shown smoking only in a decidedly second-hand manner.

Now comes somewhat similar copy by pipe makers, and rumor has it that it marks the first step in an open appeal to the ladies to go back and emulate the sturdy pioneer women who puffed on a clay or corn cob as the wagon trains rolled west.

Newspapers have been carrying the stories of famous ladies who actually smoke dainty pipes "not from affectation but because they prefer them to cigarettes."

According to Moody's estimate, 12 per cent of all cigarettes are

WOMEN BUY





now smoked by women, which would make 14,352,000,000 smoked by them in the fiscal year 1931.

Here is a big market which probably makes the pipe manufacturers green with envy.

Especially when much conversation is being heard about this new tendency. Kaufman Bros, and Bondy, makers of "the only pipe that's nationally advertised" seem to have adopted in recent copy the "blow some my way" technique. In a publication read by department store buyers a tray of pipes is shown which women are said to be buying.

True, they are mannish pipes and in the accompanying illustration a man is shown smoking one.

Yet the student of advertising history will note upon the face of the lady who sits very close to him that same eager look of the young person who sat so close to the Chesterfield man a few short years ago.

She even seems to be sniffing slightly.

20

\$

.5744 CENTS out of every dollar's worth of general advertising linage bought in Indianapolis newspapers during 1931 was invested in space in The News (6 issues a week).

The balance was divided among the 13 issues a week (1 Sunday and 12 daily) of the other two newspapers.

THE INDIANAPOLIS NEWS

New York: DAN A. CARROLL, 110 E. 42nd St.

Chicago: 1 F 11177 Lake Michigan Ride

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THE BOONE MAN REPRESENTS 2 1 HEARST NEWSPAPERS

DAILY

New York Journal Albany Times-Union Syracuse Journal Rochester Journal

Boston American Baltimore News Washington Times-Herald Atlanta Georgian Chicago American Detroit Times Omaha Bee-News

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Omaha Bee-News

Baltimore American Washington Herald Atlanta American V

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What's Depression?

LOOK at them . . . the mischief in their eyes; the fun in the quirk of their lips. What can DEPRESSION do to smiles like theirs?

They are Youth, that must be served. They are Spirit, that will not be denied. They are tomorrow's America.

Youth refuses to stand still. "Let's go," is his slogan. There are a thousand ways around, or over, every obstacle in his path. He is contagiously confident. He acknowledges no defeat.

While we grown-ups worry about today, Youth looks be-

yond the horizon and sees new worlds to conquer.

Every year, two million boys and girls grow into men and women . . . two million sources of new vision, new thoughts, new ways . . .

And to them must be added the other millions and millions who stay young; who find a new way to beat every new enemy . . . in finance, in manufacturing and in marketing.

The increasing number of firms now finding success through application of new marketing methods is a cheerful augury for the near future.

CALL THE



BOONE MAN

RODNEY E. BOONE ORGANIZATION

HEARST ADVERTISING SERVICE

New York

Boston . Rochester .

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Detroit's at Work Are You Selling It?



motor car manufacturer alone has over 300,000 unfilled orders, two others are enjoying a satisfactory increase in production, and employment is on the upgrade. Whatever the future may have in store, the present offers an opportunity to the aggressive advertiser, for here is one of America's huge markets -fourth in population with loads of people at work. They need shoes, clothing, food, dentifrices, amusement, radios, tires and what not. If you will present your story to them through The News now and offer sound values they will buy. We have ample proof of that. Try America's fourth market by employing its one big home medium. The News, reaching more homes in every class than any other Detroit newspaper.

Reaches
76%
of the
Better
Income
Homes

The Detroit News

New York
I. A. KLEIN, Inc.

THE HOME NEWSPAPER

Chicago J. E. LUTZ

Put on Extra Advertising Pressure When Competitors Retrench

Drug Incorporated Proves That Blue Chip Brands Build New Sales Velocity When Aggressively Pushed

By J. G. Donley

[EDITORIAL NOTE: Drug Incorporated took fourth place among the 150 leading national magazine advertisers of 1931, as presented in PRINTERS' INK, January 21, 1932. Totals for Drug for the last two years, also for the "Bix Six" in its family of national brand manufacturers, follow:

	1931	1930
Drug, Inc	\$3,285,743	\$3,049,887
Bristol - Myers		1,726,088
Life Savers	280,892	365,362
C. H. Phillips.	181,196	173,666
Centaur Co	168,476	80,971
Vick Chemical	153,032	25,567
Bayer Co., Inc.	148,436	172,379

It will be noted that four out of six increased their investment in magazine space in 1931, and that the net increase for all companies including a number not listed here—as shown in totals for Drug, was \$235,856.

Compilations of investments by these companies in newspaper space. for 1931 have not yet been released. For 1930, the Bureau of Advertising, A.N.P.A., reported \$1,375,000 for Bayer Co., Inc., and \$200,000 for Vick Chemical. A preliminary estimate brings Vick up to \$300,000 for 1931.]

"STRANGE thing that I'm out of that 'X' toothpaste," apologized the corner drug store proprietor. (This happened early He looked anxiously in 1929.) under the counter and opened and closed several doors in the wall

"Thought I had it right here. It But I'll was here the other day. get some in right away.

Three long and meaningful years have passed over this retailer's head. Enter the same store and listen to the same proprietor as he speaks in 1932: "No, I don't carry 'X' tooth-paste," he is telling a customer straight out-no apology in his voice or manner. "In these days I can't afford to stock everybody's brands. But here's 'Quick Seller,' and I've got 'Fast Mover' and 'Blue Chip.' They are all good; take your choice."

Slow-selling brands are out of luck in depressions. "Blue-chip" brands, backed up by consistent advertising, gain increased sales vel-

ocity.

Incidents such as I have dramatized, occurring in thousands and thousands of stores, explain the stability of income of Drug Incorporated. This holding company, which through its subsidiaries controls a number of the best-known national brands in the drug business, reported per share earnings of \$5.55 in 1931, against \$6.03 in 1930.

Chain Store Operation Not Paramount

Contrary to general belief, the main interests of this corporation are in manufacturing and selling nationally advertised brands, not in chain store operation. Under Drug Incorporated, which is strictly a holding company, are two other collective corporations, both operating as well as holding companies -United Drug Company and Sterling Products, Inc. Because United Drug owns Louis K. Liggett Co., operators of the largest drug store chain in the United States; has a 75 per cent interest in Boots Pure Drug Company, Ltd., of Great Britain, operators of the largest drug store chain in the world; and owns and operates companies which manufacture many "closed market" products for exclusive distribution through these

drug chains and through some 10,000 Rexall agencies—because of these large-scale chain-store operations many analyses erroneously classify the entire set-up under the

chain-store grouping.

If the Sterling Products side of the picture—and this is the "open market," national brands side—is mentioned at all in such analyses there is likely to be an unimpressive list of products, beginning perhaps with "3-in-1 Oil" (which contrasted with the aggregate is but a drop in the bucket) and giving a prominent place to "Casearets."

Some Retail Figures

George M. Gales, vice-chairman of Drug Incorporated, and the man actively responsible for United Drug's chain-store operations, gave me some facts about the retail side

of the picture.

"Something more than 80 per cent of the profits of the consolidated companies come from the manufacturing operations of United Drug and Sterling Products," said Mr. Gale. "All manufacturing units made money last year.

"One reason for putting this complete organization together was to unite manufacturing, distribution and research. Our retail stores are outlets for our manufactured products, especially for 'Puretest' and other 'closed mar-

ket' brands.

"The manufacturing companies went ahead last year; first, because their brands are well known and consistently advertised; second, because practically all their products are essentials. People do not try to economize on merchandise essential to health. The same thing cannot be said, of course, about cosmetics, candy, soda fountain products and such lines. In such depart-ments, sales have been fewer and have gravitated toward the lowerpriced items. While good proprie-taries, which have been called the 'poor man's doctor,' are in demand whether business is good or not, they make up only a small portion of the 9,000 items stocked by the average drug store.

"From 1914—when I first became associated with United Drug and Liggett's-up to the end of 1929, we never had a bad year. primary cause of the slump in drug chain retailing which began in 1930, was the drop in purchasing power of the American pub-Following that there came two contributing causes: (1) insane price cutting; (2) collapse of real estate. Since chains are both landlords and tenants, they have been hampered by their inability to sub-let and relinquish undesirable locations or hold tenants in leased property.

"Boots' stores have held up well on both sales and profits. England has not suffered a drop in public purchasing power comparable to that in the United States. Nor has there been such an orgy of frenzied price cutting. In England, price cutting is contrary to general merchandising principles; if an article is priced at a shilling, it sells for a shilling.

"The business of our American stores has not been very profitable. In speaking of this I am reminded of the recent Washington testimony of a banker on the importance of our foreign trade. 'But, it is only 10 per cent of our total trade,' someone remarked. 'Yes, replied the banker, 'but that's where the profit is—on the last 10 per cent.'

"When retail volume falls off even as much as 10 per cent, stores find it difficult to make a profit on the remaining 90 per cent. The loss of that last 10 per cent plays havoc because of the great difficulty of making proportionate reductions in fixed charges. The costs of retailing are high, and rents and operating expenses are hard to reduce.

Prescription Business Makes Progress

"But our prescription business has made notable progress in the last two years. This department has been stimulated by missionary work among doctors, who have been brought into the stores to inspect these departments and see for themselves the cleanliness, the

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efficiency and the invariable practice of using nothing but fresh drugs. The success of this merchandising effort is further proof that people do not economize on essentials in hard times."

When we turn to the companies under the Sterling Products division, which manufacture drug store merchandise for general distribution, it is quickly discovered that this depression-proof quality is not the sole factor. True, unless a product has something of that quality, it cannot carry on at full tilt in times like these. But the companies which may be said to make up the "Big Six" in this group-Bayer Co., Chas. H. Phillips Chemical Co., Bristol-Myers Co., Vick Chemical Co., Life Savers, Inc., and Centaur Co. (Castoria)-have always tended to increase advertising appropriations and take advantage of every opportunity to create and enlarge consumer acceptance and demand.

The Sterling Products companies, selling in the open market, have held to the fundamentals of selling and merchandising, while many less steadfast competitors have accepted the tough conditions of the last two years as grounds for altering their sales policies—through reversion to special discounts, "free deals," and overloading outlets—and for slackening on their advertising efforts.

Retailer Prefers Strong Companies

Unsound merchandising efforts of those concerns which have weakened under the stress of the times have only served to strengthen the retailer in his preference for dealing with strong companies. This depression has taught the retailer, more impressively perhaps than any other one lesson, how much of his selling job is done for him by the national advertiser. Those who pulled in their advertising horns did not do so to help the retailer. Usually there were two, equally culpable, reasons: first, fear; second, the thought that they could coast along on their momentum and thus, temporarily. make a better showing at the end

This business of crowding the retailer—over-loading outlets—has not worked out well in these times, as shown by the incidents related at the beginning. Retailers are striving to reduce their inventories, and slow sellers are out of luck and off the shelves. But well-known brands which are quick sellers are in a position to take advantage of this situation.

Many Brands Make a Sizable Order

For instance, take the Bristol-Myers unit of Sterling Products. Granted that the retailer will not buy and stock by the gross on a product today, a salesman from this company can go to a dealer and set up a combination order of "Ipana," "Sal Hepatica," "Mum," "Ingram's Shaving Cream," "Vi-talis" and "Ingram's Milkweed Cream," a dozen or so of each, and come away with sizable business in his book. The merchandise will be in the store ready to fill consumer demand, while less wellknown, competitive merchandise is off the shelves. The result is that Bristol - Myers products get a larger share of the consumer's trade-win new users from competitors who have weakened on advertising and merchandising. The velocity of movement into consumption is accelerated, even though aggregate dealers' stocks at any one time may be less than at a comparable period three years

The "blue-chip" brand does not need to load the dealer, or overload him. The position of Drug Incorporated with respect to its products is especially fortunate because its trade-marks include many of the outstanding leaders in their fields. They were not bought until they were leaders, or until they had developed capabilities and qualities and potentialities of still greater leadership. Take "Vitalis" -possibly the most important new acquisition last year. It was a success when purchased; it had the makings of a big seller. When it came under the aegis of BristolMyers, with advertising power and aggressive selling back of it, it forged ahead to remarkable volume.

New products to be brought out by any of the manufacturing units are just as carefully sized up in advance. There is a free and frequent exchange of ideas and services between the technical men and the laboratories of all the units, so that every new item is readily put through a relentless course of sprouts. There are chemical tests, medical tests and clinical tests for every new thing. There has been no complete centralization of laboratory or development work, because it is often more economical and more effective as it is done now, with each company an individual unit and entity, and with full autonomy scrupulously maintained.

Vick's successfully introduced two new products last year—cough drops and nose drops—which have become big sellers because they were rigidly developed to answer their purpose peculiarly well. The same thing may be said of Life Savers' "Cryst-O-Mints." The cough drops in this line, also a recent product, are one of Life Savers' biggest sellers. The Phillips' company last year brough out and introduced Phillips Magnesia Tablets. This new product has already been successfully launched on its way.

Talk of "blue-chip" sellers in the drug store field would be idle without mention of aspirin, which is the largest selling item in the entire field, bar none. And "Bayer's Aspirin" is the largest selling brand on the market.

Subsidiaries Are Individualistic

Since Drug Incorporated is operated as a true holding company, all subsidiary companies are run as independent manufacturing units. They are highly individualistic in their own operations—though they may requisition specialists from one another's laboratories, or may at times combine sales forces for quick distribution, or have a general sales manager common to two or more companies.

As the advertising appropriation of Bristol-Myers is notably heavy, even among this group of big national advertisers, I asked Lee Bristol, vice-president in charge of advertising for that company, to tell me something about its policies.

"In trade-marked products, the advertising budget is generally the biggest unit expenditure in the sales promotion program," declared Mr. Bristol. "Granting, of course, that sales policies and products are right, then consumer advertising has the big job.

"National advertising is the backbone of the marketing of those companies which have been able to keep distribution up to normal. Such companies have been able to maintain appropriations up to or in excess of previous years while other less fortunate or less farsighted companies have been cutting down on appropriations. The advantage in sales has gone to those with courage and resources.

Courage Creates an Advantage

"We operate in a highly competitive field where there is little or no opportunity for expansion of markets. It is a 'blue-chip' game, and the company with the 'bluechips' and the courage to play them has a distinct advantage. In this national competitive field, expansion does not come primarily through new uses or new markets, but through new converts-which means securing business in the competitive market, if you can. If your product is better, if your merchandising policies are sound, if your advertising is courageous and productive, you can build at the expense of those who are letting down on all those counts, or on any one of them.

"Bristol-Myers has increased its advertising each year since we began national advertising in 1921," continued Mr. Bristol. "And it has also increased its sales volume each

"In 1931—when depression was the most acute for any full year (so far)—sales of Bristol-Myers products were substantially higher. The percentage of increase was ion vy,

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Our Daily Survey

Here's a feast for survey addicts—a survey a day to keep doubt away. Every week-day stacks of Chicago Americans appear beside stacks of three other Chicago evening papers on hundreds of newsstands. And Chicago, not by mail or through "our trained interviewers" but by the direct act of purchase, daily discloses its evening paper preferences.

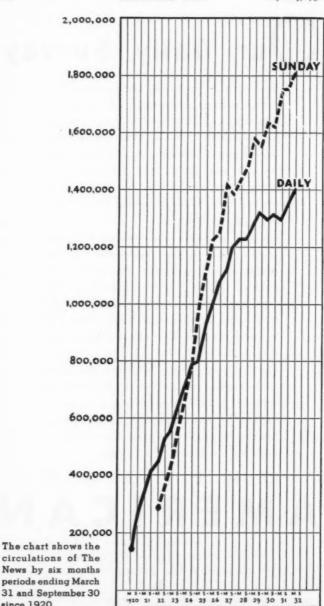
For over ten years and with increasing emphasis Chicago has made the Chicago American its first choice among Chicago evening papers. Audited circulation figures bear witness to that, supplying the only index to newspaper preference that is free from bias, illusions of prestige and downright falsehood.

The advertiser who matches Chicago's preferences with his own, buying space as Chicago buys newspapers, is as close to "scientific" media selection as any amount of surveys could ever bring him — and he is saved the cost of the surveys.

AMERICAN

a <u>good</u> newspaper now in its ELEVENTH YEAR of circulation leadership in Chicago's evening field.

since 1920.



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fo

4, 1932

Still growing in these times . . . !

The average net paid circulation of The News, for the six months period ending March 31, 1932, was:

DAILY 1,390,947 SUNDAY 1,803,791

... new high records
for the largest circulation in America

THE M NEWS

New York's Picture ·Newspaper 220 EAST FORTY-SECOND STREET, NEW YORK Tribune Tower, Chicago + Kohl Building, San Francisco

even larger than for the year before. Since our advertising appropriation for 1931 was expanded at a rate no greater than that of the expansion for 1930, this extraordinary gain in sales represented excess productivity of our advertising over and above normal expectancy. Might this not be due to the fact that new advertising weight was being added at the very time when competition was retrenching?

"Markets do not expand, through natural causes, at the rate our business grew in 1931. The only explanation is that new users were won for our products in a highly

competitive field."

And that final statement epitomizes some of the reasons for the earnings stability of Drug Incorporated. Sustained advertising, the experience of this group proves, tends to increase the sales velocity on "blue-chip" brands in times of depression, in direct proportion to the weakening of competitors on advertising and merchandising policies.

R. A. Winthrop Joins Calkins & Holden

Robert A. Winthrop, George W. Knight, Harry N. Kennedy, H. Gordon Hunter and Allan A. McDonald have joined Calkins & Holden, New York advertising agency. Mr. Winthrop was formerly president of Winthrop & Company, advertising agency, with head-quarters at New York.

D. H. Bigelow Transferred by "Review of Reviews"

Dana H. Bigelow, for the last four years Western manager of The Review of Reviews Corporation at Chicago, has been transferred to the New York office. He will continue to contact Mid-Western accounts as well as Eastern accounts.

E. D. Gould Joins Presbrey

E. D. Gould, formerly vice-president of the Truly Warner Company, Inc., New York, has joined the Frank Presbrey Company, advertising agency of that city, as vice-president. He was at one time advertising and merchandising counsel of the Regal Shoe Company.

Has Simplex Piston Ring Account

The Simplex Piston Ring Sales Com-pany, Cleveland, has appointed the office at that city of Clark-McDaniel-Fisher & Spelman, Inc., to direct its advertising account.

Weadon and Perry Join "Pictorial Review"

Emile R. Weadon has been appointed Eastern advertising manager of the Pic-Eastern advertising manager of the Pictorial Review Company, according to an announcement received from T. Wylic Kinney, advertising manager. For the last three years Mr. Weadon has been with Paul Block and Associates, where, up to the last six months, he had been identified with Pictorial Review. He was a vice-president of Paul Block and Associates. Associates

Associates.

Raymond Perry has also joined the advertising staff of Pictorial Review. He was formerly with Redbook Magasine and previously was with the Curtis Pul-

lishing Company.

Changes on Campbell-Ewald **Executive Staff**

Executive Staff
W. A. P. John has been named vicepresident and secretary of the Campbell-Ewald Company, Inc. F. D. Richards has been made vice-president and
treasurer; R. F. Field, vice-president and
director, and Miss A. C. Schroeder,
assistant treasurer.
H. T. Ewald, continues as president,
and, in addition, has taken over the duties of general manager. He will be assisted in his managerial duties by J. L.
Hartig, as assistant general manager in

Hartig, as assistant general manager in charge of production, and L. R. Nelson, as assistant general manager in charge of operating activities.

L. A. Fehling Joins Lamb Agency

Louis A. Fehling has resigned as a member of the firm of the Barnes & Feh-ling Company, Philadelphia advertising agency, to join the James G. Lamb Com-

pany, advertising agency, also of that city, as an account executive. The Barnes & Fehling Company has been re-organized under the name of the Warren S. Barnes Company by Mr. Barnes. J. Warner Bowers and Carlo Votti, both formerly with Barnes & Fehling, will continue with the Barnes agency.

Acquired by "The Fine Arts"

Interior Architecture & Decoration Interior Architecture & Decoration combined with Good Furniture & Decoration, New York, has been acquired by and merged with The Fine Arts, of that city. The Fine Arts will hereafter be published in two editions. The first will be an advance trade edition sent to the entire subscription list of Interior Architecture & Decoration as well as to the trade subscribers to The Fine Arts. The second will be the regular edition which will be sent to consumer subscribers.

K. L. Ede, Space-Buyer, Powers-House

Kenneth L. Ede, for the last five Powers-House Company, Cleveland advertising agency, has been appointed space-buyer.

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b b it it B It's not better
because it's cheaper—

but because it's cheaper and better—

it is
BETTER VALUE

THE best reason why The American Legion Monthly has come ahead so fast in advertising recognition is because—

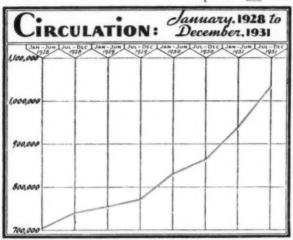
> —editorially designed to the known and definite interests of more than 1,000,000 men, it enjoys cover-to-cover reading.

But there is another reason too: in these days when the advertiser is demanding the utmost in values, it is no small matter to be able to reach a million men at the normal cost of advertising to 600,000.

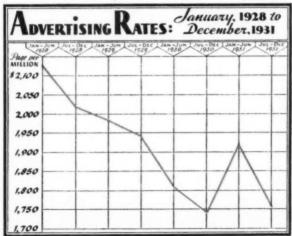
The cost of pages in three monthlies, three weeklies and six women's magazines averages more than \$3,000 per page per 1,000,000 readers.

The cost of advertising to more than 1,000,000 Legionnaires is is \$1,800 a page.

As the circulation has gone UP_



the advertising cost has come DOWN!



YOU might think that it would be mighty costly to advertise to this million men in a big way.

But twelve full pages (that is more than 12,000,000 pages of advertising a year) will cost you just \$21,600—not much more than sending out a million letters just once.

No wonder The American Legion Monthly is now in a growing number of 4-magazine-or-less advertising lists.

LEGION 521 FIFTH AVENUE, NEW YORK

Bell Building, Chicago, Ill.

Park Square Building, Boston, Mass.

Blanchard-Nichols-Coleman

Seattle San Francisco

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Atlanta

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Angles on Space Buying

It's a Different Job in 1932

By F. G. Hubbard

Vice-President, Fuller & Smith & Ross, Inc.

PRIMARILY, this is a merchan-dising year. To the space buyer it should mean that merchandising the manufacturer's campaign is part and parcel of the job of de-termining markets to be tapped and determining the media to accomplish the job.

The space buyer should be conscious of the newer demands that present-day merchandising activity is making on him. Certainly events of the last two years have put a different complexion on the job. No longer can the space buyer be an agency division unto himself. Today, he must be as much a factor in the mapping of advertising efforts as the copy, planning and merchandising departments.

Modern manufacturing and marketing methods automatically bring about staggering problems-problems that require lightning-like change of pace. These problems immediately culminate agency. Entire schedules temporarily to inject timely "specials," new media are called upon to demonstrate their possibilities for a product, today's setups must be realigned by tomorrow-in all these respects the space buyer should be the moving spirit, guiding the proceedings.

Confronted with marketing tasks of huge proportion, the space buyer, 1932 model, has much more to do than contract for advertising space which will be seen by a certain number of millions each week. The space buyer today must coordinate all efforts where the potential consumption and merchandising facilities are greatest.

He must follow through the advertising campaign and get action at the point of sale. He must outline a program of merchandising



F. G. Hubbard

co-operation affecting every factor down through the various strata of distribution. Then he must follow it up and make certain that he's getting the desired action.

Wholesalers and retailers must be told what to do and how to do it. No substitutes or gestures can be accepted in place of the promised action. Today's campaigns need intensified and sustained merchandising activity.

The results of a campaign prop-erly planned and executed will speak for themselves.

Ehlinger & Higgs Have St. Louis Office

Ehlinger & Higgs, Inc., Tulsa, Okla., advertising agency, has opened an office at St. Louis, located in the Railway Exchange Building. James H. Higgs, vice-president, will be manager.

Milburn Kusterer has joined the staff of the new office. He was formerly with Ivy Lee & Associates, New York.

W. L. Houghton Joins Calkins & Holden

Walter I. Houghton has joined Calkins & Holden, New York advertising agency, in a copy and contact capacity. He was at one time general manager of the Luxite Silk Products Company, Milwaukee, and before that was vice-president of the Redfield Advertising Agency,

Securities Advertising—1932 Style

Dire Necessity Is Compelling Change from Dignity and Dullness to Real Selling Copy

By Daniel C. Budd

Archibald Gracie has removed his Counting Room from his dwelling-house, No. 110 Broadway, to his new Fire Proof Store, No. 52 Pine strect—where he has for

THIS was modern financial advertising in the good old days of 1801; it appears on page 1 of my framed replica of the first is-sue of the New York Evening

Post of Nov. 16, 1801.

We don't know whether it was Mr. Gracie's prosperity in business, or Mrs. Gracie's objection to his making an office out of his nice, quiet home at the corner of Broadway and Wall Street. Anyway, he moved his counting room to the business district a couple of hundred yards away.

he advertised - though, And again, we don't know whether it was to get more customers, or to keep his old customers from annoying Mrs. Gracie . . . or vice versa. Anyway, no one could criticize his financial advertising conservatism-either in the conservatism of his nine-line space, or

in the copy used.

But we do know that most of the advertising of many of Mr. Gracie's successors in business in the region of Wall Street, Broad-way and Pine Street has been quite slavishly patterned after that of this pioneer of 131 years ago.

Of course, there have been ex-ceptions. Some of the banks and trust companies have done jobs that made the public read the advertisements, understand them and, in plenty of cases, do business

with the advertisers.

But, almost universally, the advertising of securities has continued quite inviolably sacrosanct. Make an advertisement of securities interesting, and you commit both of these improprieties:

1-You admit that you are asking, instead of merely allowing, the public to buy them. This attitude is anathema to the conservative financial mind, indicating that you are financially inexperienced or uncouth, and that you are afraid the issue won't sell well, or you wouldn't have to be so un-

dignified.

2-As cat-and-dog speculations have often been advertised attractively, but never with frigid conservatism, therefore an attractive advertisement automatically means a cat-and-dog security; nothing could be simpler logic to the trained financial mind. more rigid and frigid your presentation, the better you rate your security . . . in the minds of your fellow financiers, of course.

The Rules Are Easy

The rules for writing a typical advertisement of securities are quite simple; you simply take the bare statistics and arrange them in the established arbitrary order given below. Any clerk, office boy or typesetter can write a securities advertisement according to said rules-as tens of thousands of advertisements such apparently have been written.

So I am violating no confidence in citing them here-although they may not have been officially expressed in just this way:

1. Unless specifically ordered otherwise, start with this line in bold italics: All of this issue having been sold, this advertisement appears as a matter of record only. (Of course, this means only that the issue has been underwritten by the wholesalers who expect to sell it to the public; but the public doesn't know this, and is supposed to be impressed, and stirred into a frenzy of eagerness to buy what it can't get. Anyhow, it insures against the public's thinking that the security houses are so undignified as to invite the public to buy

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of ho ing th sold, or have the slightest concern whether the public might wish to.) 2. Amount of issue, name of

company, kind of security.
3. Dates of issue, of maturity,
of interest payments. Where interest is paid. Denominations,



New York City 3-4-5 year notes yield today about 5.85%

THE VICENTIAN is unfined to as offered as the City of Port For Research 1, 1982 and 1, 2012 and 1, 201

Here's a Security Advertisement That Attempts a Real Selling Job

coupon and registered. Callable prices, in detail for every year callable. Reference to income tax, Pennsylvania, Maryland, etc., property taxes, etc.

4. Security — whether mortgage, deposit of other securities, etc.

5. Convertibility, if any.
6. Statement of listing on exchange, if to be sought.

7. Statements about a more detailed offering circular, to be had on request; that securities are offered when, as and if issued and received by us, and subject to approval of counsel; and that our statements are not guaranteed at all, but are believed to be accurate.

8. Price.
9. (In very bold type.) Names of houses participating in announcing the fact that the issue has been sold, and that supposedly the pub-

lic can't buy it—except at a premium by outbidding everybody else in the open market.

That's all for the advertisement. As to procedure: Run only once in any newspaper.

Having put this formal, formidable and dis-inviting advertising into the newspapers, the natural thing is for everybody involved to go into a huddle and complain about the dumb public hoarding billions of dollars that ought to be at work developing the industrial activity of the country—and, incidentally, relieving the stagnation of the security markets.

But, hallelujah! They're not all ostriches with their heads in the sand! Look at the interesting, sales-making job of advertising being done right now by the energetic National City Company, for City of New York 6's.

It knows—and it knows that everybody else knows—that securities of every kind are struggling in the quicksands of doubt, fear and inertia; and that real selling is in order even for a tax-exempt 5.85 per cent yield, backed by the credit of the greatest and richest city in America.

So it steps right out, as a real securities *merchant*, and *sells* the issue to the public.

It reproduces attention-attracting newspaper headlines. It shows charts of comparative yields for years past. It emphasizes the present high yield; the assurance of no further competing issues by the city in the near future; the investment soundness; the tax-exemption, doubly important because of increasing tax-rates; the purchase by savings banks, life insurance companies, etc.; the availability in amounts as low as \$500.

A Frank Invitation

And it frankly invites the public to telephone any National City office about buying some of them.

If, at this time when the nation needs aggressive, sensible activity in every line of business, there could be a lot of financial advertisements of this character, it

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nsures that dignio buy would go far toward putting inactive funds at work, inspiring confidence, and creating activity and employment. It would not only help the security markets, and the related prosperity of the country as a whole, right at the time when it's needed most; it would also lead to the development of a new investing public.

Such advertising would be a big factor in getting millions of the public "into the market" when it's at the bottom, with investments that would prove sound and profitable; instead of the usual procedure of getting the public in mostly at the peak of the boom, just in time completely to overdo the boom.

Shortening the Next Depression

If more of the public who have money could be induced to invest, and invest wisely, during depressions, depressions wouldn't last so long—and the next boom wouldn't be so overdone in speculative excesses. There wouldn't be so much resultant anguish, and so much criticism—and avoidance—of financial institutions by most of the public for years after the boom bursts.

Such advertising could be the most practical of all the influences in keeping many of the public from being muleted out of hundreds of millions annually in fake securities. If good securities were advertised more attractively and extensively, the too-gullible public wouldn't be so easily influenced by the fakes, which come to them with the only attractive securities advertising and selling they ever receive. Another case of planting something worth while where otherwise weeds would grow.

If the present emergency produces enough of this sales-making advertising of securities, there will be enough converts to the cause of practical advertising to make the new style stick, even when prosperity begins to return, and securities can be eventually sold even with no more help than statistical announcements masquerading as advertisements.

Enough precedents-even though each is originally not considered a precedent, but is carefully excused on the basis of expediency-might develop a really new tradition in Wall Street: that securities can actually be presented attractively. without risking the stigma of unconservatism, or the supposed admission of weakness, "or they wouldn't be advertised that way. And a further tradition: that it is just as logical to advertise an issue of bonds as long as you have any to sell, as it is to advertise a certain model of automobile as long as you have any to sell; you never reach, or sell, all of your prospects with one advertisement. precedents would also strengthen the tendency of recent years for corporations themselves to tell their story of being really owned by the public, and to invite more of the public to invest in their securities.

Enough precedents might even lead the New York Stock Exchange to unbend—now that it is beginning to exercise its bending muscles for the first time—sufficiently hereafter not to threaten with expulsion members who commit the criminality of trying to make advertisements interesting, by running illustrations, or by writing selling copy. (The National City Company, not being handicapped by Stock Exchange limitations of false dignity, has been able to establish a real dignity and prestige of its own far greater and more effective.)

Treating Securities Like Other Products

This trend would lead to using advertising as just as vital a part of the selling plan for distributing securities to the public, as advertising is in selling anything else which the public buys.

This would lead to discovering the real economy in spending a proper percentage of the underwriters' selling margin in salesmaking advertising, instead of spending all but a fraction of 1 per cent in routine personal selling of the same old group of previous investors.

"Soak the Rich"

When the purchasing power of the masses is prostrate, all eyes turn towards "the rich"—the politician to "soak them" with taxes; the advertiser, because they represent assured buying ability.

"Sell the rich" is today's successful sales policy.

In Boston, as everyone familiar with the situation knows, those with assured buying ability comprise the circulation of the Boston Evening Transcript.

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.
San Francisco Los Angeles Seattle

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Good Housekeeping families are today a powerful support for retailers featuring nationally-advertised merchandise.

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THE MARKET OF UNINTERRUPTED BUYING

THE concerns who are today maintaining their ational advertising are placing themselves in the most adantageous position to advance their sales when business reovery gets under way.

The advertising index on page of GOOD HOUSEKEEPING has become in these times a oster of the concerns that are getting the most sales today and will have fortified leader-hip tomorrow.

he firms whose names appear reguarly in this monthly Index to prodcts GOOD HOUSEKEEPING guaratees have selected a distinctive market of 1,850,000 families whose buying power, we have reason to believe, has suffered less from the recession of business than that in any other national market.

These families have an unquenchable habit of seeking the new ideas for personal enjoyment and family comfort... of considering values apart from mere price... and of steadily buying the wide range of new merchandise GOOD HOUSE-KEEPING guarantees.

Because its families are influential in advancing the standards of living in their neighborhoods, GOOD HOUSE-KEEPING is a KEY MARKET through which the advertiser, today and tomorrow, can win patronage among the entire community.

DHOUSEKEEPING

Everywoman's Magazine

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Worcester, Massachusetts

No Depression in North Brookfield

We quote William F. Fullam, veteran builder, banker, merchant and town official of North Brookfield, one of many solid little communities within the Worcester suburban trading area.

"There hasn't been any depression in North Brookfield—the rubber company has kept going and the shoe company went pretty well until recently it cut down. I don't know so much about the asbestos company.

"I do know, though, that there have been around two to three hundred men coming into North Brookfield every morning from Ware and surrounding towns to go to work; in addition to all the North Brookfield men who have had jobs. No, we haven't had a depression."

No Longer Scared of Banks

"When fifteen years ago there was talk of starting a bank in North Brookfield, plenty of folks were interested—but they were a mite scared of it. When it finally went through there wa'n't a man in town who'd father the bank, so they made me president. I figured I could father it without getting into trouble.

"The North Brookfield National Bank has never been in trouble yet. We have a savings bank in the town now, and my son is vice-president of that."

Thinks Country'll Straighten Out

"Naturally, from my angle, I think the country'll get straightened out, in spite of the fact that I personally have quite a bit of stock that has shot the chutes. I'm hangin' on to it. There's plenty of money in the country, you see, as all bankers know."

On such a rock bottom of industry, integrity and common sense is based the stable prosperity of the Worcester Market—in the heart of stable New England. Of such solid stuff is composed the readeraudience of the Telegram and Gazette, dominant newspapers of all Central Massachusetts.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, Publisher

Paul Block and Associates, National Representatives
New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

Advertising Invoked to Lay Ghost of Power Trust

Opportunity for Public Utilities in Fighting Politicians Has Application to Many Businesses Now on Defensive

By Alex F. Osborn

Vice-President, Batten, Barton, Durstine & Osborn, Inc.

[EDITORIAL NOTE: As to the relative merits of the controversy between the politicians and the public utilities, of which Mr. Osborn speaks in this article, we have no opinion to express. Neither have we the slightest interest in trying to separate the sheep from the goats.

There may be demagogs and scallawags lined up with those who honestly believe the "power trust" is a public menace, and on the utilities' side there may be those the purity of whose records and methods may have not the remotest likeness to the driven snow.

But that isn't the point of the argument. There is a strong advertising story here, and we are presenting it because of its broad and general application.

Let Mr. Osborn flail the politicians to his heart's content just as long as he brings forth such sound and timely counsel. Many a business is on the defensive today, either justly or unjustly. It should tell the good about itself if there is any good to tell. For its enemies and competitors are not going to be a bit backward in relating the bad.]

FOR many years, advertising has had a ringside seat at what really is the battle of the century. It seems to me that it is about time that advertising should jump into the ring and take part in that contest. As things stand now, one of the opponents has an ally, but the other fights single-handed.

The battle I refer to is the fight between politicians and the public utilities, gas and electric, particularly electric. As his ally, the politician has the front page of the newspapers. The struggle flares up and dies down week after week. If you will observe closely, you will find that the politician starts his attack on Monday, when front-page space is most available.

The procedure seems something like this... The politician finds things are slow. His name has been off the front page for five days. Something must be done. He calls in his publicity-minded secretary—"What can we start?"

"Why not attack the utilities? They're always good for a ride." "Right."

Monday morning carries the copyrighted by-line story. There's not much variety to the method. The politician has found from long experience that one technique brings home the bacon. He opens with some specific incident if possible. This provides the newshead and warms up the crowd. The initial attack over, he settles down quickly to the proved routine. Fighting fast, he handles the utility something like this:

Left jab

The power trust has grabbed the water sources of the people's electricity.

Right cross

How long must the public pay for something which is in reality a gift of God? Left hook

Yes, and what a price you pay for this electricity . . . the rates are out of all reason.

A tough barrage to face. Back to its corner goes the utility, bruised and battered. Frantically, the seconds set to work.

Sometimes, advertising is called in. In a dignified defensive way, the public is told the little essential facts which the politician omitted. But by that time the public is too tired to read the rebuttal. Other things are on the

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front page. A politician is demanding a new trial for a boybandit who committed murder while under the influence of cocaine . . . a new prohibition scandal has been uncovered . . . the stock market has slumped again . . . a multi-millionaire has slain himself.

And so the beautiful but toothless advertising by the utility plays

to an empty house.

Of course, every business is subject to front-page attack. But no other business seems to be attacked as often or as fiercely as the utilities are. Advertising might be the Moses to lead them out of this wilderness of political onslaught. But so far, advertising has not been brought into effective action. Can it be? Perhaps. At least, here is a possible solution that might be considered:

First of all, one of advertising's greatest fortes is to simplify the complex. For example, advertising helped to change the public's concept of a motor-car from that of a multi-cylindered power-plant to an effortless means of transportation. Surely no copy writer today would attempt to delve into the intricacies of dual-valve igni-

tion.

The Politician's Playground

Now what is the situation in regard to the utilities? Isn't it true that few people, if any, understand anything at all about utility economics? This public ignorance is what makes the subject an amazingly fertile issue for the politician. He has only to mix a few half-truths with a liberal dose of fear and prejudice, and there it is on the front page.

The public needs to be educated on some of the fundamentals. Yes... but the public as a mass hates to be educated. All that we care to know about radio is how to get the stations we want. We are interested only in how quickly a car will accelerate, how fast it will go, how long it will last, how much it costs and how it looks. If this is true (and most radio and automobile advertising certainly is

built on that assumption) then why can't advertising similarly simplify the whole question of the utilities' case before the public?

Regardless of the method of operating a public utility, the result is the bringing of electricity or gas into your home. The only thing the home-owner cares about is the value he gets from that electricity or gas.. not the mechanics of getting it to him. The politician can inspire a front-page story on "power grabs." But if the home-owner realizes that electricity is the cheapest thing he buys, the politician's shout will fall on deaf ears.

Does the public really know what it pays for electricity and

gas?

Don't people think the rate is too high, no matter what it is? "Yes," says the politician, "every-

body believes he is being robbed." That's the public's sentiment as the politician sees it, and that's why he looks upon the utility as such easy prey. But is he right? How does the average citizen really feel about his electric rates? Here is what one utility found, after the most careful, impartial investigation of practically every consumer in a fair-size city:

Out of the thousands of utility customers interviewed, 41 per cent did not know their electric rates had been reduced several times in the last few years. Less than 9 per cent had an idea that some reductions had been made, but they didn't know what these were.

Over 80 per cent of these customers were ignorant of the fact that their electric rates were far lower than the average for the State or nation.

About one out of four knew that the more electricity he used, the less each unit cost him.

Yet of all these same customers, over 82 per cent thought their electric rates were "reasonable." Only one out of eight thought his bills were "high."

Two points were made clear by

this study:

 Those facts which are favorable to the utility are relatively unknown to the consumer. about the far to other be

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2. The consumers are openminded. They have not made up their minds that they are being "robbed."

Ignorance as to actual electric rates is almost universal. This has been revealed not only by this survey, but by many others made by reputable organizations all over the United States.

Why do people know so little about what they pay for electricity? One answer, of course, is the form of the usual bill. It is far too difficult for the consumer to understand. But there is another possible answer which might be laid to advertising itself.

The part-truths advanced by politicians have been so easy to refute that advertising has sometimes been tempted to fight back with toothless technicalities. For example, the politician may say—"Electricity is generated from water and therefore costs almost nothing. Why should the utility charge exorbitant rates for that which is practically free?"

The advertising man is tempted to retort with this truth—"Yes, but over 90 per cent of the cost of your electricity is in the expense of carrying your current from the generating station to your home. It costs nine times as much to deliver it as to make it."

Explanations Have to Be Detailed

Of course if everybody knew these facts, the politician would be silenced. But it requires too detailed an explanation. Such advertisements have to be almost as complex as the politician's own arguments, but without the politician's glamor and personality . . and without his divine right

to front-page headlines. Again, we must remember that the public doesn't care how anything operates. By and large, we want to know as little as possible about economics or engineering. Few of us have grasped the theory of so commonplace a thing as the internal combustion engine. We remain completely and determinedly ignorant of any technical or semi-technical subject.

As against this, we have repeatedly shown that we will absorb live facts about results. Advertising has told us that General Motors makes fine cars at the lowest prices ever known. And we accept those simple facts and buy the cars, if we can.

Hammering Home Utility Results

Perhaps the utilities could well give the public similar "simple-fact" advertising about utility results. One large Eastern utility is now doing just that. In every worth-while publication in its territory, it is now hammering home and re-hammering this simple message:

"Your electricity is the biggest bargain you buy. It costs you less today than in 1915. And the more you use, the less each unit costs." (This last is true with nearly every utility.)

Every word of this advertising is simple . . . non-technical . . . and yet capable of being proved if proof is needed. And the story is news, especially to those forty out of every 100 people who had no idea that electric rates have come down.

There are many proofs that these facts are news. The following from a resident manager is typical:

"A woman came into the office recently with one of these advertisements and wanted to know if she could really burn her light all night for one cent. She seemed to think it was impossible and was more than delighted when she was told by us that this could be done.

"She plans to go to Europe this summer and is going to leave a light on in her home twenty-four hours a day while she is gone. Realizing for the first time how cheap our electricity really is, she thinks this is the cheapest insurance she can get against burglars.

"In my opinion, these advertisements are telling our consumers a story the truth of which they have never realized."

Does this point a way by which advertising could be enlisted as a real ally in this utility-politico

Instead of feinting with sporadic defensive gestures, should not advertising wade right in and lay the facts right on the line?

This is the kind of battling which advertising does so well. As a style, it is not highly dramatic. It lacks the glamor of the front page. It is a difficult style to stick to, because the temptation is to try a haymaker and smack the other opponent to the canvas.

But suppose advertising undertook a long-term educational campaign to plant in the public mind just this one fact—"Your electricity is the biggest bargain you Suppose this advertising were as well done as that which has sold the economy and the wisdom of electric refrigeration.

Suppose that as a result, women began to use electricity in greater quantities. The utilities might then be enabled to reduce domestic electric rates. (At least that's what past history has recorded.) If so, then electricity would not only be as cheap as now, but even cheaper! A bargain item today, it would become a still lower-cost item tomorrow.

How that would lay the ghost of a "power trust"!

How that would knock the front-page appeal out of the politician's box of tricks!

Lipton Account to Presbrey

Thomas J. Lipton, Inc., has appointed the Frank Presbrey Company, New York, to direct the advertising of its tea and coffee. This appointment is ef-fective June 1.

Appointed by "Florida Grower"

Jefferson Thomas has been appointed advertising manager of the Florida Grower, Tampa, Fla. Mr. Thomas at one time conducted his own advertising

Joins Seattle Agency

Andrew Krauss, at one time com-mercial manager of radio station KOL, Seattle, has joined the staff of Pearce-Knowles, advertising agency of that city.

Heads De Forest in Canada

A. L. Ainsworth has been elected president of the De Forest Radio Corporation, Ltd., Toronto.

S. N. Holliday, Vice-President, Bromiley-Ross

S. N. Holliday has been elected vice-S. N. Holliday has been elected vice-president and secretary of Bromiley-Ross, Inc., New York, newly formed company now handling the outdoor ad-vertising of the American Tobacco Company's products. He has been en-gaged in outdoor advertising work for many years. When the General Outdoor Advertising Company was formed in 1925 Mr. Holliday became assistant to the Mr. Holliday became assistant to the president and, later, national copy director of that organization, which position he held with Outdoor Advertising, Inc., until his resignation, recently.

Dick Yates Joins Atlanta Publisher

Dick Yates, formerly a member of the staff of the Copley Newspapers, Aurora, Ill., and, more recently, advertising manager of the Edward Katzinger Com-pany, Chicago, has joined the staff of the Walter W. Brown Publishing Company, Atlanta.

W. C. Burns Advanced by Richfield

W. Chalmers Burns, formerly vice-president in charge of sales of the Richfield Oil Corporation of New York, has been elected to the newly created position of executive vice-president.

"Short Wave Craft" Becomes Monthly

Short Wave Craft, New York, for-merly published bi-monthly, will be pub-lished monthly, effective with the May

To Represent "The Executive"

The Executive, Philadelphia, has appointed Powers & Stone, Inc., publishers' representative, as its Mid-West representative, covering Ohio, Indiana, Illinois, Michigan and Wisconsin.

Death of G. E. Fullerton

George E. Fullerton, account executive of The Krichbaum-Liggett Company, Cleveland advertising agency, died re-cently at Chillicothe, Ohio. He was at one time with the Harm White Company, Cleveland.

Appoints Cleveland Agency

The Natural Laboratories, Akron, Ohio, manufacturers of chemical drug products, have appointed Ralph W. Sharp and Associates, Cleveland, to direct their advertising account.

Regal Shoe to Presbrey
The Regal Shoe Company, Whitman,
Mass., has appointed the Frank Presbrey Company, New York, to direct its
advertising account.

INDUSTRIAL DIVERSITY





OUISVILLE, with 819 manufacturing plants employing over 41,500 people, who receive more than \$48,000,000 annually in wages, is the center of one of the important industrial centers of the Middle West.

In the Louisville Market, KENTUCKIANA, there are more than 2,402 plants producing a great variety of commodities. This Market is practically depression proof because of the great diversity in industry, agriculture and other economic pursuits and KENTUCKIANA can be effectively reached at one low cost thru—

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Major Market Newspapers, Inc. ◆ Audit Bureau of Circulations
REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

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"Liberty had what Seiberling wanted

Circulation plus Proved Reader Interest

says J. L. MOLONEY, Manager, Advertising

. . . Continues Mr. Moloney: "Our 1932 advertising job is to get the news of a new tire development to millions of people at reasonable cost.

"Liberty, we believe, does that job and does it well.

"First, people buy it because they want it. A greater percentageofmenandwomen voluntarily ask for it than for any other magazine . . .

"Second, we believe that Liberty's statement of 23% to 112% greater reader interest * is accurate.

"Liberty is in tune with the times. It's editorially modern-it alive. We know that our stor of a new tire in Liberty pages will be seen an read.

"Our own study of the her by I buying standards of its read or of Jo ers convinces us that the fthem have approximately the sam on of t incomes as any other 2,000 ooo magazine readers, buttethod we believe that their moder interest makes these reader his or r. Gall more likely to be interested too, in a modern product ctually

4, 1932

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A Famous Tire Inventor Presents the Greatest of Tire Inventions





THE TIRE THAT NEVER WEARS SMOOTH





It's breaking Mileage Records! It's Safe to the last Mile!

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SEIBERLING
AIR-COOLEO TIRES

* Record Reader Interest Indicated by the Famous Gallup Surveys

hese surveys were made last sumier by Dr. George Gallup, Profesfits read of Journalism and Advertising, forthwestern University half the fithem under the official observathe sam on of the Association of National dvertisers.

They represent an entirely new ders, but nethod of determining reader inrest in magazines. Instead of asking a reader to hazard an opinion as e reader to her "favorite magazine", nterested bis or her "favorite magazine",

(i) Tracked down persons who could ctually had read a current issue of the of the 4 mass weeklies.

(2) Leafed through their magaines with them, page by page. (3) Checked every editorial and advertising item remembered as having been seen or read.

This was repeated 6 times, in 6 cities, for 6 consecutive issues of the 4 mass weeklies.

The resulting facts were found substantially the same in each city, for each issue.

So obvious are the conclusions to be drawn, that advertiser after advertiser is revising his 1932 plans to include Liberty. Before your own 1932 money is spent, send for a copy of the Gallup Report and study it thoroughly. Address Liberty, 420 Lexington Avenue, New York City.

. . America's BEST READ Weekly

You Can't Give Dealers Too Much Help—of the Right Kind

GRUEN WATCH MAKERS GUILD CINCINNATI, OHIO

Editor of PRINTERS' INK: Have the present-day difficulties revealed any interesting data or comment on the old discussion as to how far a manufacturer should go in conscientiously looking after the interests of his dealers ?

In recent years we have had many sponsors of the altruistic idea that a manufacturer should make everything right with his agency outlets before he should consider himself; that he should protect his dealers on distribution and

protect his dealers on distribution and guarantee them prices and profits—for all of which his dealers, so it was claimed, would grant said manufacturer a new kind of loyalty.

We are wondering if recent difficulties have proved this practice sound, or whether the manufacturer who drives the hard bargains is more favorably off today.

H. L. TUERS. Director of Merchandising.

HERE is every indication that the manufacturer who works closely with his dealers is drawing comparatively larger dividends in sales and good-will than ever before. Some of the country's most successful advertisers, such as General Foods, General Electric, and others, during the last two years have developed plans whereby they are giving their dealers more solid and worth-while help than in the past-and they have devoted plenty of their efforts in this direction in the past.

The attitude of the modern manufacturer was recently and suc-cinctly expressed in Printers' INK by W. H. Upson, secretary-treasurer, The Upson Company, when he said, "Our ideal is not to be sales manager for our retailers but to make them sales managers for themselves."

There is an important distinction brought out in his remark. Many advertisers have assumed an attitude toward their dealers which has been too paternalistic. have created so-called automatic plans that required little effort and little investment in time on the part of the dealer. Such plans usually bogged down because of their seemingly most important advantages.

The 1932 attitude is "We'll show you how to do the job, Let when it comes to the actual work, you do that." Instead of furnishing the dealer with missionary men who will go out and clean up a territory, the manufacturer has his missionary men work with the dealer and his clerks to show them how they can do the job. Once they have learned this lesson they are equipped to do the job againand again.

A number of manufacturers have discovered that dealers need help in other things beside selling. In some cases these manufacturers have gone back to the very foundations of retailing and shown their dealers the true principles of turnover, accounting, pricing, etc. They have demonstrated that unprofitable price-cutting is dangerous and have offered price protection to those retailers who are sensible enough and courageous enough to appreciate what this kind of protection means.

This type of help makes the retailer a better merchant and, therefore, a more profitable outlet for any manufacturer's products. It makes the kind of retailer who doesn't need to be fed with continuous doses of pep material, who doesn't need to be continually urged and threatened. It makes a keen, aggressive retailer who believes in advertised merchandise and sells it so that it stays sold and builds repeat orders.

No, Mr. Tuers, you can never give dealers too much help-so long as it is the right kind of help.—[Ed. PRINTERS' INK.

> Transferred by Eastern Advertising Company

C. G. Hafley, formerly with the New York office of the Eastern Advertising, Company, Inc., car card advertising, has been transferred to the Boston office of that company.

With "Rural New Yorker"

Theodore W. Lord, for the last two years with Riddle & Young, publishers' representatives, New York and Chicago, has joined the advertising department of the Rural New Yorker, New York,

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UCCESSFUL

OTOGRAVURE CAMPAIGNS

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MBROSIA



"PAPER IS THE BASE

• These photographs tell the Ambrosia story so clearly and forcefully thanking a word of copy is needed. They speak volumes for the cleansing poof Ambrosia — and because they are photographs, they leave no do

Cowan & Dengler, who handle the company's Ambrosia merchandising, started with rotogravure advertising. It helped get initial distribution. But, even after Ambrosia had gained national distribution and were using national magazines, they still spent a goodly part of their appropriation in rotogravure—depending on it to high-spot their campaigns, localize their appeal and build up weak ter-

OF THE JOB"

ritories. On the next page read what the President of Ambrosia has to say about the efficiency and value of roto advertising.



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ve no do

. D. H. McConnell, President Hinze Ambrosia, Inc., Praises ptogravure Medium





"I believe rotogravure is an excellent medium to stimulate cosmetic sales. Our experience with Ambrosia proves that beyond all doubt."

Illustration from current campaign featuring the One-Minute Ambrosia facial.

INTERNATIONAL PAPER CO., 220 EAST 42_{ND} ST., N. Y.

 International Paper Company offers a full line of rotogravure papers made especially to meet the technical requirements of this printing method. nedium smetic erience proves doubt."

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A Package That Displays, Protects and Demonstrates

Container, Because of Unusual Features, Helps New Product Break into Difficult Markets

DEPARTMENT stores are often reluctant to handle products, particularly products for ordinary household use, without the backing of demonstrators or else exceptional display devices. William D. Whitaker, manufacturer of Blu-Bak Dust Pads for floor mops, has solved this problem by creating a package which has four uses:

First, it contains the product; second, it protects it against dirt; third, it displays it; fourth, it acts

as a demonstrator.

Incidentally, this product won an honorary award in the recent Irwin D. Wolf competition as the best individual visible display

package.

"When we brought out the Blu-Bak Dust Pad," says W. Theodore Whitaker, "we soon discovered that our best outlet was the department store and we were thoroughly aware of the limitations imposed upon any manufacturer who wishes to get distribution through this outlet.

"It is our policy always to go slowly with a new product. We have no delusions concerning the necessity for immediate national distribution and we feel the necessity of being sure that each step is right before we take another step. Therefore, we did not want to enter into an extensive campaign of demonstrations or to create expensive display devices for a product which, after all, retails for a comparatively small sum.

"The more we studied the problem, the more it resolved itself to a matter of packaging. After considerable experimentation and investigation, we determined that the type of package that would be most valuable to us would be one which would give the prospect every opportunity to see the product. "However, our package had to be more than a transparent wrapping because it is very important that we give our sales message concisely but thoroughly so that the woman, who had never heard of the Blu-Bak Dust Pad may, by



Part of the Face of the Pad Shows Through the Center of the Card

picking up the package, get not only an idea of what the product is, but also of its many sales advantages.

"We finally evolved our present package. Its basis is a blue cardboard sheet. We worked for some time to get just the proper shade of blue because we felt that the correct color was very essential.

"On the cards we print directions for use, the sales points which we believe make our product superior to others and all the other information that it is essential for a prospect to have. The center of the card is cut out so that part of the face of the pad shows through.

"The pad, itself, rests on the back of the card and is held to the card by a Cellophane wrapping which encloses the whole container. Thus, on the back the prospect sees the entire pad and on the front gets our sales talk.

"The next test was what the package could do when it actually got into the store. We found that we had been fortunate in our choice and that the package had a real sales asset. We found department stores putting the package on display even when competing products were being demonstrated. Investigations showed that women were picking up the package, getting the short sales talk and becoming interested in the product. In other words, we had developed a salable package.

"We have also developed a display grouping for the product. This depends largely on the package although we have added three photographs showing the product

"Another one of our products is the Gem wet mop. Here, again, we have used an unusual package to solve a sales problem.

"Mops have usually been sold in paper bags, the retailers putting the mops in bags in order to keep them from becoming soiled on dis-

"Further, in displaying mops, the mop itself had no particular sales value, the dealer has usually subordinated his mops to some department of the store where they

are not easily seen.

"We decided that it would be possible to pack a mop in a container which would keep the product from becoming dirty, which would display it, and which, at the same time, would be so neat and compact that the dealer would be glad to put it in his stock along with cleansing powders and soaps which, after all, is where mops belong.

"After considerable experimenting, we created a paper bag with front panel of Cellophane. Through the Cellophane can be seen the mop and on the paper bag are printed our sales arguments.

"This has been on the market only a short while, but it has been highly successful in accomplishing the results that we wish. It makes a neat container and one that is easily carried away from the store by the consumer. She sees the product and gets the selling talk and a number of dealers are actually displaying mops in the same department with such things as soap chips.

"Our experience has led us to believe that a good product needs good packaging. If the package will do a real advertising job, will act as a demonstrator, and will give the dealer something which, because of its compactness and interest he will be glad to display, it will make an excellent silent

salesman."

Scripps-Howard Promotes Alan Houser

Alan Houser, business manager of the Alan Houser, business manager of the San Diego Sus, has been named assistant to Joseph L. Cauthorn, general business manager of the Pacific Coast Scripps-Howard Newspapers. Vernon Caughell, formerly national advertising manager of the San Francisco News, and recently appointed assistant advertising director of that paper, succeeds Mr. Houser as business manager of the San Diego Cum. Diego Sun.

"Christian Science Monitor" Has Miami Office

The Christian Science Monitor, Bos-The Christian Science Monitor, Boston, has established a Southeastern office at Miami, located at 1229 Ingraham Building. The territory of this office covers seven Southeastern States, the Bahama Islands and the West Indies. Sylvan G. Cox, for six years in charge of national advertising for the publication in four Southeastern States and Cuba, has been made Southeastern advertising manager.

A. M. Hurwood Advanced by

Neo Gravure A. M. Hurwood, for the last two years with the Chicago office of the Neo Gravure Company, a subsidiary of The Cuneo Press, has been advanced to gen-eral manager of the Neo company's Chicago office.

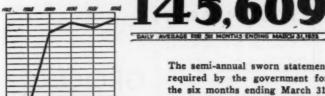
Appoints Wade, Barthe

The Farmers & Traders Life Insurance Company, Syracuse, N. Y., has appointed Wade, Barthe & Company, advertising agency of that city, to direct its advertising account.

E. W. Wood, Jr., with WGN

Edward W. Wood, Jr., formerly with the Chicago office of the Macfadden Publications, has joined the advertising staff of radio station WGN, Chicago.

reaches new high in circulation -



90%

circulation is CONCENTRATED
in St. Louis and its -10 mile suburba
trading radius - the most highly
concentrated circulation of
any St. Louis in enspaper
morning or evening,
daily or Sunday

THE ST. LOUIS STAR
is SECOND in daily total
paid advertising

The St. Louis Star passed 28 important American daily newspapers in total paid advertising pulsahed in 189 Core of them to the cally mention of the cally mention of the cally mention of the cally mention of the cally Globe - Democrat, which the daily Globe - Democrat at stepped down to third place in St. Louis.

In the first three months of 1932, The St. Louis Star strengthened its hold upon second place by leading the daily morning newspaper by the wide margin of 154.428 lines in total paid advertising. The semi-annual sworn statement required by the government for the six months ending March 31, 1932, not only shows the largest daily average total circulation but the largest city and suburban circulation for any similar period in the history of The St. Louis Star.

... a net paid gain of 24,711 copies average per day since 1927.

,... a higher percentage of concentrated local circulation than any other St. Louis newspaper ... morning or evening, daily or Sunday.

... a proved producer of profitable results.

All good reasons why advertisers, who insist upon getting full value for every dollar they invest, are investing more of them in . . .

THE ST. LOUIS STAR

National Advertising Representative—GEORGE A. McDEVITT CO.

*89.3% average for six months ending March 31, 1922.

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In the Northwest

47.7%

LIVES ON FARMS

There are as many homes on farms as in all cities and towns combined in the Northwest — Minnesota and the Dakotas. Outside of Minneapolis, St. Paul and Duluth, grocers depend largely upon farm trade. THE FARMER is read in 260,000 homes, which is the largest circulation of any publication of any kind.



★ Send for our New Population Analysis, based on 1930 Census.

GROCERS KNOW—

Value of featuring these products advertised in THE FARMER during March:

Amaizo Syrup Blue Ribbon Malt Extract **Butter-Nut Coffee** Certo Chesterfield Cigarettes Dolly Varden Products Fleischmann's Yeast Foley's Products Hills Bros. Coffee Home Brand Products Lewis Lye Luden's Menthol Cough Drops Peper's True Smoke Tobacco Rite-Way Stores



Farm Stock Come

New York

Midwest Farm Paper Unit, Inc. 250 Park Avenue Chicago

Midwest Farm Paper Unit, Inc. Daily News Building

Inc.



Double-Edged Copy

In Addition to Answering the Question, "What Will Your Product Do for Me?" International Harvester Adds Another Selling Angle

MANY a salesman has discovered that a prospect is always more interested when the salesman talks about him and his problems than when he talks about himself.

Selling from the prospect's side of the fence has always been a fundamental, never more important than at the present time. Advertising copy, following sales fundamentals, has likewise taken on the reverse process of looking at the proposition from the prospect's side of the fence.

The International Harvester Company, maker of International Trucks, is using this copy angle and in addition is adding to it another point, making the copy doubly useful. The particular piece from which the above illustration is taken has to do with the baking industry and appeared in a magazine.

The company first points out that International trucks by saving trouble and money for the baker, help get bread and cakes to the final consumer at a more reasonable price and in fresher condition. Much of the copy about this truck sounds as though it were written primarily to help increase the baker's business. "The scientific methods of the modern baker have done much to elevate the standards of the American household." This and similar material lead up to the fact that delivery costs, an important item in the baking industry, average almost one-fifth of the total cost of bakery operation.

In a separate box the company then gives the records of two bakeries, one in Chicago and one in New York, which indicate that operating costs have been cut down to approximately five and one-half cents a mile.

After showing this type of economy for the baker, the company points out that every kind of industry might well make investigations to discover whether or not International trucks could cut down their own hauling costs in a similar manner.

This page piece of copy is one in a series addressed to the consumer and built around the experience of some particular industry

which in turn sells to the final consumer

Based upon the supposition that copy which talks from the other man's standpoint is good copy, it therefore serves its purpose in the first instance. Then when the series is all completed it is to be bound up into portfolios which in turn will enable the International truck salesman to make an approach to the truck buyer on a

very friendly basis.

When the truck salesman walks into a bakery shop, for instance, he can show this particular piece of copy and say, "Look what we have been doing to help you sell to your customers. We have advertised for you to make your business more profitable and to build up good-will for your methods among the thousands of prospects and customers who are reading the publications in which we advertise."

Each specific piece of copy bound in the portfolio becomes a selling aid for the salesman and thus is made to serve a double purpose.

Wisconsin Paper Mills Form New Group

A co-operative organization, to be known as the Wisconsin Paper Group, has been formed by representatives of has been formed by representatives of paper manufacturing plants throughout the State of Wisconsin. This group will soon inaugurate a co-operative advertising campaign for Wisconsin Paper Products. Another purpose is to make pool car shipping arrangements.

Norman Stone is president of the organization. Leo Croy is vice-president and C. B. Clark is secretary and treasurer. The advertising committee is composed of E. S. Colvin, Mark Peacock, Allen Pratt and Richard Bellach. The car movement group is headed by H. C.

car movement group is headed by H. C Krueger.

Hurja-Johnson-Huwen, Inc., Chicago advertising agency, has been retained to handle the advertising account.

Chicago Broadcasters Elect Chicago Broadcasters Elect William S. Hedges, manager of Station WMAQ, was elected president of the Chicago Broadcasters Association last week. Homer Hogan, manager of KYW, was re-elected vice-president and W. E. Hutchinson, of WAAF, was elected secretary treasurer. Morgan Eastman, of WENR, the retiring president of the organization, and Quinn Ryan, of WGN, were elected directors.

The Kenyon Company, Des Moines, manufacturer of calendars and maps, has been acquired by the Ohio Art Company, Bryn, Ohio, and will be moved to the latter city.

New England Agency Council Elects

FOUR members were elected to the board of governors of the England Council of the American Association of Advertising Agencies at the council's recent annual meeting. Those elected are: Bugbee, chairman Walter B. Snow & Staff, to serve one year; George R. Dunham, treasurer of The Greenleaf Company, Edward Parent, production manager of Lavin & Company, and Marshall I. Hough, account executive of the H. B. Humphrey Company, all to serve two year terms.

The fifth member of the board is Kenneth A. Grubb. New England manager of Daniel Starch & Staff, who has one more year to serve of his present term of office.

At a meeting of the board, Mr. Bugbee, who had been vice-chairman, was elected chairman. He succeeds Mr. Dunham, who was elected council representative on the national board of the association. Mr. Parent was elected vicechairman. Mr. Grubb was reelected secretary-treasurer.

C. R. Turner Appointed by Ralston Scales

Carl R. Turner has been elected to the board of directors and appointed sales manager of the Ralston Counter Scales Corporation, Columbus, Ohio. He will have charge of sales promotion and will supervise the agencies which dis-tribute the company's product. J. J. Munsell has resigned as general manager of the Ralston Company.

New Typographic Service at New York

Olsen & Madar, Inc., is the name of a new typographic service with offices at 310 East 45th Street, New York. Chris-tian F. Olsen is president and John J. Madar is secretary. The new business has taken over the typographic plant of the Western Newspaper Union.

Appoints Winningham Agency

The Motor Wheel Corporation, Lansing, Mich., has appointed C. C. Winningham, Inc., Detroit, to direct the advertising of its heater division. This is in addition to the advertising of the Motor Wheel company's automotive division, which is also handled by the Winningham agency.

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Avenida Rio Branco. RIO DE JANEIRO. BRAZIL

Table on Bullyon

Estabelecimentos MESTRE e BLATGE

de Persona, dichi e Smelle Drug, 27

MID DE JAMESHO -- 840 74510 -

Rio de Jameiro, Peb. 23rd, 1933

Hessrs, *O Exportador Americano*, 370 Seventh Avenue, Hew Tork

Dear Sire.

mentioned on page 40 of your magazine *0 Exportator Americano* February issue 1952, we request you to put us in touch with manufacturers of E2 1970, E2 1985. & 1867.

Yours very truly,

Sociedade Anonyma Brasileira Estabelecimentos MESTRE & BLATGE

Mulgania

BRAZIL

Where the AMERICAN EXPORTER edition in Portuguese circulates is the second most important market in South America. This letter comes from one of the largest importers-affiliated with houses of the same name in Paris, Bordeaux, Brussels, Barcelona and Buenos Aires, representing in Brazil, Crosley radios, Buick, Cadillac and Chevrolet cars, Duco and Frigidaire.

Our Readers Are Your Buyers Abroad

AMERICAN EXPORTER

World's Largest Export Journal --- 55 th Year 370 Seventh Ave., New York

No "THRILLER" ever written can compare with the book of life that every child "writes" for its parents. Each day in the growth of a child is a new chapter...each hour provides its own baby-blend of comedy and pathos. Here, in short, is real adventure... not the gossamer day dreams of fiction but the colorful realities of life... the things that have been rooted deep in every woman's heart since the world was born.

It is not surprising, therefore, that Better Homes & Gardens devotes such a great share of its editorial fare to *child training*. Outstanding authorities have made this department a fountainhead of *authentic information* on the physical and mental care of children.

In fact, so well has it done its job that Better Homes & Gardens is the *only publication* (with the exception of Parents' Magazine and the Parent-Teacher Association Magazine) that has ever been admitted to membership in the National Council of Parent Education.

The editorial program of Better Homes & Gardens bans fiction and fashion, fads and ffills. It is edited solely for "wedding ring" readers...women to whom home and children are the big things, the glamorous things, in life.

Doesn't it stand to reason that your advertising message will fall on more fertile soil when it reaches such a reader in such a mood ... in the magazine that talks home and food and children?

Remember, too, that where there are children food is a matter of serious moment. Meals must be planned, must be prompt, must be balanced. "Any old brand" of food won't do. Mothers are doubly "choosy" about the foods they give their

. . . thathe

children. And, it follows no pay attention to the eating has children apt to be "choosy" about food, to

Now, add the fact that hes & G devotes more editorial ep food does any general or we azine what's the answer? A "bied" r for foods and household ... 1,4 gardened homes in city, to burb... with more mouths to fee eals at and more money to spend

BETTER HOMES

The Gardened Home...

BETTER
FOODS

More novel...
more entertaining.
more important...

thehe BEST "best seller"

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e fact that les & Gardens editorial es foods than eral or wor azine and — swer? A "bied" market household ... 1,400,000 es in city, tr burb...homes suths to fee eals at home ey to spend



MEREDITH PUBLISHING CO. DES MOUNES, 19WA

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Be on "Speaking Terms" with Money . . .

IT TAKES money to buy quality products. The advertiser or space-buyer who advertises where money is the major object reaches the real quality products market.

The BARRON GROUP . . . The Wall Street Journal, Boston News Bureau, and Barron's, The National Financial Weekly is a "preferred" advertising circulation of national scope available to advertisers at a special group rate.

The readers of Barron Group publications comprise a concentrated grouping of the people of the United States who have money . . . money in the form of large investments, large incomes, broad business and personal interests.

Here is a circulation for which there is no substitute.

A special rebate covering all three papers of THE BARRON GROUP

This special rebate will be quoted to advertisers or advertising agencies upon application.

Address either: E. B. Ross, Advertising Department of The Wall Street Journal, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of Boston News Bureau, 30 Kilby Street, Boston, Massachusetts

The BARRON GROUP

The Wall Street Journal Boston News Bureau Barron's, The National Financial Weekly

Salesmen, Here Are Your Responsibilities

This Statement of Them May Seem a Bit Platitudinous, But the Principles Are Fundamental

By F. A. Orth

Sign Division, Federal Electric Company

THE matter of a salesman's responsibilities came up for discussion in our company the other day at a general meeting of our salesmen. The outline that was developed at this meeting may be of interest to other organizations. Boiled down, the meeting came to the following conclusions:

In the selling of certain types of products it is generally conceded that the major portion of the responsibilities involved in consummating a sale rests upon the individual salesman. One of the foremost problems confronting the majority of businesses today is, therefore, that of assisting salesmen to realize their responsibilities, to the end that they may assume them with a resulting increase in sales.

Exactly what are a salesman's responsibilities?

A salesman's responsibilities are—

To His Company

 (a) To make money for the company.

(b) To know his product and what it will do for the company's

(c) To know and believe in the company's policies.

(d) To back the company's policies.

(e) To keep the company informed regarding his activities with prospects and customers.

2. To His Prospects

(a) To learn how his product will make money for his prospects.

(b) Learn his prospects' set-up and problems.

(c) Learn how his product will tie-in with his prospects' set-up and help solve their problems.

(d) Convince prospects of his findings.

3. To His Customers

(a) To contact them periodically, thereby keeping informed regarding developments as they affect his proposition and its continuing to make money for his customers.

(b) To find new applications for his product.

4. To His Co-workers

(a) To discuss sales problems with each other to the end that helpful ideas may be obtained for getting business (making money) for himself, them, and the company.

To Himself and to His Family
 (a) To make money for himself.

(b) To organize the first four responsibilities so that his work will be a profitable pleasure rather than a "strain."

It will be observed that in all five of the main classifications of a salesman's responsibilities, that of making money is included. Whether we like it or not we must admit that business is on a materialistic, rather than an idealistic basis—that the salesman's company, as well as his prospects, customers and co-workers, are in business to make money, and that it is only when the individual salesman can aid those particular individuals to make money that they are interested in what he has to offer.

Another of the obligations of the salesman to his company is that of knowing his product and what it will do for his company's customers. After all it is not so much the product that the salesman sells, as it is what the product will do for the company or individual to which he sells that product. A further responsibility to his company is to know, believe in, and back his company's policies. Cer-

tainly there is nothing that weakens a salesman in his prospect's eyes more than an attitude of not believing in his company's policies.

Last, but not least, in the list of salesman's responsibilities his company is that of keeping his company informed regarding his activities with reference to his prospects and customers. It is only in this way that the company may be kept in a position to determine how it might be of assistance in aiding the salesman toward obtaining business from his accounts.

As to the salesman's responsibilities to his prospects, in addition to that of showing them how to make money, is the responsibility of knowing his prospects' set-up and problems. Only too often a salesman approaches a prospect and presents his proposition from his own viewpoint-without any knowledge of his prospect's set-up and problems, without any knowledge of how his proposition will tie-in with his prospect's set-up and help solve those problems. Needless to say, in those instances the prospect is seldom interested because what the prospect wants to know is how the salesman's proposition will help him increase his sales and profits, and no salesman is in a position to advise a prospect along those lines unless he is familiar with his prospect's problems.

As to a salesman's present customers, it is always considered good business to maintain a contact with them periodically. In this way, a salesman is enabled to keep informed regarding any changes in his customers' problems or set-up and make recommendations regarding the tying-in of his product or proposition with changed conditions. Ofttimes under such conditions new applications may be found in a particular company for the salesman's product or service.

Equally important among the salesman's responsibilities is that to his co-workers. Certainly there is no more fruitful source of sales ideas than the sales experiences of his co-workers who are selling the same proposition that he is selling. Interchange of sales ideas with his co-workers to the end that helpful ideas may be obtained is, therefore, considered as an important responsibility of the salesman.

It will be observed that the fifth major classification is "responsibility to himself and to his family." This is placed last in the list not because it is considered least important, but because through the assuming of the first four major responsibilities, his responsibility to himself and to his family is realized.

In summary, our idea in placing these responsibilities before our men in written form was that they would serve to provoke additional thought along these lines, thereby making possible a more thorough and complete understanding of their responsibilities and their consequent assuming of these responsibilities to a greater degree with a resulting increase in sales.

Marketing Group to Discuss Sales Taxation

The subject of sales taxation will be the topic of discussion at the April meeting of the New York chapter of the American Marketing Society, to be held at that city on April 21. Dr. Virgil Jordan, economist of The Business Week, will outline the economic problems involved and will give his views on the possible results of sales taxation.

Ralph Borsodi will speak against sales taxes. Kenneth M. Goode will speak in their favor. Raymond Bill of Sales Masacgement, will conclude the program by summing up the arguments of the previous speakers and will present them together with his own views on the subject for general discussion by the group. The subject of sales taxation will be

ject for general discussion by the group.

G. L. Brown Joins Robertson Soap

George L. Brown, who has been a sales executive of Stephen F. Whitman & Son, Inc., Philadelphis, Whitman's chocolates, has joined the J. T. Robertson Soap Company, Syracuse, as executive vice-president. He was at one time with the J. C. Penney Company.

Bowers Agency Adds to Staff

Walter Du Bree, formerly head of the Walter Du Bree Advertising Agency, Inc., Denver, and C. J. Cobler have joined the staff of Thos. M. Bowers, Los Angeles advertising agency. Herman J. Sowka has been appointed rate

Pem Hart Appointed by Philadelphia "News"

Pem Hart, formerly with the Chicago office of Paul Block & Associates, has been appointed Western manager of the Philadelphia News.

All Records Smashed for Cooking School Crowdsl

Advertisers say - "A Hitl Great Success! Best Ever! Well Done! Immediate Responsel Many Di rect Sales Resulted!" Not a single one disappointed. Once again the dominant PeoriArea medium — The Peoria Journal-Transcript - demonstrates it's superior reader influence Plan now to use this vigorous selling medium in your next campaign. It will do a real job for you in The PeoriArea!

JOURNAL-TRANSCRIP PEORIA

Read in 4 out of 5 Peoria Homes



Are women of The PeoriArea kitchen minded? Here's the answer. One of the three huge crowds that jammed the Rialto Theatre, on March 15, 16 and 17 to hear and see Miss Mary Irene Hart, who conducted the largest affair of it's kind ever held here.

1932

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Advertising Agency-1932

Day-by-Day Highlights in a Service that cannot be Standardized

He painted a picture of the knock in gasoline

ANYONE can hear gasoline knock—but seeing is believing. The Ethyl Gasoline Corporation put a quartz window in the top of an engine—took high-speed photographs of the actual combustion of motor fuels. Automotive engineers were interested. With these photographs as a guide, one of our art directors spent three days looking into an engine through a whirling slotted disk; painted seven stages of the combustion that occurs in less than 1/100th of a second. Result: this year's Ethyl campaign car-



ries convincing, visual proof to motorists that it pays to spend a few cents more for Ethyl.

Mother Nature at her own job

CELLOPHANE has done a sensational

job of packaging almost everything from candy to spark plugs. The advertising job is refreshingly simple



and direct. Natural color photographs show the public how much better products seem when wrapped in Cellophane—suggest to the manufacturer how to wrap his merchandise to meet today's keen competitive conditions. For attention-getting devices these advertisements simply go back to Mother Nature and compliment her for the splendid job she does in wrapping bananas, apples, grapes and all her fruits. "Cellophane," says the copy, "goes Mother Nature one better—it lets you see what you buy."

Major operation normal routine

HART SCHAFFNER & MARX decided to make the first sharp price cut in recent clothing history. It demanded dramatic announcement, to rally dealer good-will. We suggested staging it. O.K. Brought 150 salesmen, 2 ized

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cided cut in anded rally stagsmen, key dealers, into a darkened surgical amphitheatre. Misterioso music from invisible source. Spotlights pick up operating table—living patient under



sheet—labeled "The Clothing Business." Surgeons, masks, pans, nurses, knives, drains, etc. Surgeon makes incision; audience gasps. Lights out, scene changes. Now actual voices of invisible Hart Schaffner & Marx executives boom through loudspeakers, announce price-cut, conduct actual style show of new models, describe supporting advertising campaign as giant proofs of advertisements appear in spotlight. Cut-back to operation: lights on, music speeds, patient leaps from table, turns handsprings, exits. Voice: "Gentlemen, there's a new heart

in the clothing business!" Curtain . . . It was pretty graphic.

Two advertising men in search of a story

THERE WAS NEWS to tell about Hammermill Bond. Some of our people were looking for a way to tell it. Instead of chewing pencil-ends, gazing at the ceiling, they tackled the job like the farm boy who went looking for the missing cow. He said to himself, "Where would I go if I were a cow?" They said to themselves individually, "What would I do with this paper if I were going to write or print on it?"

They did just those things, looked at the paper through the office microscope as well as with the naked eye,



and they had their story—you'll see it soon in the current advertising for Hammermill Bond.

BATTEN, BARTON, DURSTINE & OSBORN

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building · BOSTON: 10 State Street · BUFFALO: Rand Building
PITTSBURGH: Grant Building · MINNEAPOLIS: Northwestern Bank Building



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Unsurpassed Power ... in an Enviable Location

When you advertise over WLW, your sales message is powered by 50,000 watts and is broadcast from "near the center of population," on a cleared channel, with 100% modulation.

The story of your product goes out in all directions to the millions of responsive radio listeners in the rich industrial and farm markets of the Middle West. For details, send for our handsome, free 48-page brochure.



The "Threesome." WLW harmony team is representative of the extraordinary talent on the WLW staff. Millions depend on WLW for daily radio entertalnment.

THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

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Advertising as a Curb on Product Design Pirates

Unfair Competition Involving Intentional Imitation Cannot Always
Be Restrained by Courts

By John C. Pemberton

Of the New York Bar

VITHOUT fear of interference, any would-be competitor, indifferent to the ethics of the matter, may make or sell an exact, a Chinese copy of your product, your machine, your design—unless it is patented, copyrighted or blessed with a "secondary meaning."

This is a hardship. No one denies it. The remedy however, lies with the legislature alone, or so

the courts say.

It is established that when an action is based upon the imitation of the form and appearance of another's products or goods, the complaint should allege (1) "not merely the imitation, but (2) that the particular form imitated had come to be known to the purchasing public as an indication of the origin of the plaintiff's goods or wares, and (3) that confusion has resulted or is apt to result, in the public mind by reason of the imitation." (Nims, 3rd Ed. page 822).

In Rice v. Redlich (202 Fed.

155, 158) the court said:

"It is apparent (there is no evidence to the contrary) that no one who purchased the defendant's miniature telephone, cared anything for the origin of its manufacture, much less does it appear that anyone was induced to buy, by the belief that he was buying an article made by the complainants." An injunction was here denied.

Another Case in the Same Vein

In Hudson v. Apco (288 Fed. 871, 876) the District Judge, in the same vein, asserted:

"To maintain the charge of unfair competition by imitation of goods or products it is necessary for the plaintiff to show, that the appearance of his wares has in fact come to mean that some particular person—the plaintiff may not be individually known—makes them, and that the public cares who does make them, and not merely for their appearance and structure. In order to be deceived or led into mistake, the purchaser must have associated the article with a particular producer, or suppose that he is getting what he already knows about as a desirable article."

Does the Public Care Who Made It?

In the case of Crescent v. Kilborn (247 Fed. 299) the plaintiff was the manufacturer of an adjustable wrench and had widely advertised the same. The wrench, on account of its appearance and new and original shape, pleased the public. No adjustable wrench of precisely the same character had ever appeared upon the market. Defendant was engaged in manufacturing substantially a direct facsimile of the plaintiff's wrench. The Court said:

"It is an absolute condition to any relief whatever, that the plaintiff show that the public cares who makes these wrenches, and not merely for their appearance and structure. It will not be enough only to show how pleasing they are, because all the features of beauty or utility which commend them to the public are already in

the public domain.

"The critical question of fact at the outset, always is, whether the public is moved in any degree to buy the article because of its source and what are the features by which it distinguishes that source. Unless the plaintiff can answer this question he can take no step forward: no degree of imitation of details is actionable in its absence.

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"The defendant, on the other hand, may copy the plaintiff's goods slavishly down to the minutest detail, but he may not represent himself as the plaintiff in their sale."

In the preceding case it was held that the right to appeal to the public even in the minutest details of the plaintiff's design was open to all so long as the details had acquired no secondary meaning.

In Shredded Wheat Co. v. Cornell (250 Fed. 960) Judge L. Hand explained in this wise: "If the public has come to associate the article with a single maker, he is, we think, entitled to some protection, as much when the association be through mere appearances, as when it be wrapped up in a name. I think that since the plaintiff has shown that the appearance of its biscuit (Shredded Wheat) has acquired a secondary meaning, that the defendant should be compelled to put some distinguishing mark upon each biscuit sold to any final purchaser."

A Case in Contrast

In unhappy contrast, is the case of Upjohn v. Merrill (269 Fed. 209) involving imitation of shape and coloring of Phenolax wafers. Judge Denison here said:

"Defendant must have copied plaintiff's complete combination because it expected to get commercial benefit from the copying. This is not enough. Defendant thus began its competition before there was time for plaintiff to get the indicative effect of its trade dress or form sufficiently established in the mind of the purchasing public. This makes the diligent thief immune, while the one who might hesitate and delay must give up his plunder."

Some years earlier, in Eisenstadt v. Fisher (232 Fed. 957) Judge Brown remarked:

"There are a number of cases in which the Court apparently has been of the opinion that the copying, in view of the association of the article copied with a particular manufacturer, was a means of palming off goods as those of another, and of trading upon another's reputation.

"Upon the facts of this case (imitation of bracelet links) I am of the opinion that the origin of the goods, the authorship of the design, or the reputation of the manufacturer, have not been shown to be a matter of such interest to the public as to afford an inducement to the public to buy the plaintiff's goods rather than the goods of other manufacturers. Whether the links are made by Bullard Bros., or by Bates, or possibly by other manufacturers, would seem to be a matter of indifference to the public. Whether a particular make of goods is exclusively associated in the mind of the public with a particular manufacturer is a matter of fact."

A more recent opinion of the same tenor was rendered by Circuit Judge Mack in Maatschappij v. Kosloff (45 Fed. (2) 94), as follows:

"It is attempted to sustain the cause of unfair competition on the ground that the defendant's fruit juice extractors closely resembled those of the complainant and that by many sales and much advertising the form of the article had acquired a 'secondary meaning.' But there is no proof of palming off, nor is there anything to show that fruit juice extractors of the design in question have been bought because they originated with the complainant rather than because they were useful articles of a neat appearance. It is to be remembered that the defendants would have the right to copy the Gilbert design slavishly so long as they did not represent that their articles sold, were those of the complainant. Accordingly, we hold that the cause of action for unfair competition has not been established.'

Supreme Court Denies to Review

Finally, the United States Supreme Court declined in 1929, to review the lower court's denial of protection to plaintiff's dress patterns (neither copyrighted nor patented) since the patterns had not been in use long enough so that they had come to be identified as creations of the plaintiff. The

Circuit Court of Appeals had said

"The plaintiff's claim that whenever anyone has contrived processes, machines, designs, etc., others may be forbidden to copy them. That is not the law. A man's property is limited to the chattels which embody his invention. Others may imitate these at their pleasure unless in so doing there is imputed to the copies the same authorship as the originals." Cheney Bros. v. Doris Silk Corp. (35 Fed. 2nd, 279).

To secure protection against imitation of the make-up, appearance or design of your particular wares, packages or containers, it is therefore obligatory to have (1) a patent or (2) a copyright or (3) a secondary meaning.

The first two are relatively cheap but not always available. The latter "is but a species of advertising, its purpose being to fix the identity of the object or container and the name of the producer in the minds of the people who see it. All advertising is an appeal to human interests and instincts, and its value has become well known."

Experience seems not only to justify, but to demand large expenditures for this purpose where the manufacturer has no patent or copyright to fall back upon for his product.

What Groucho Says

As of Yore-Biddle Messes with Copy

HELLO, Biddle, old chap. Got your wire. They tell me some of these burlesque shows are hot. We'll find out tonight. Yep, L and A are still running. We'll eat there tonight.

Good to see you again. Old times back, eh? Now we got the important questions settled we can talk about ads and such. What's on your mind?

Rates down as low as they are gonna be? Don't forget, old top, that space rates represent competitive merchandise and consequently are apt to be right. Never thought of that? No publisher with a nickel's worth of sense expects to make any profit on rates that are too high. Don't believe that, eh? Take it from me that's the general condition and exceptions are unimportant.

We don't want to pay too much money to any publisher any more than you do. You've got a fine list and the rates are right. Now go to it!

Come on, let's look over these proofs. They're pretty good stuff. Don't like that old-style antique caption? I won't change it unless Skippy approves. Who'd you want to advertise to, yourself or your consumers?

Now don't get sore, Biddle. I'm

just kidding. You can have Octagonal Roman on that caption if you want to. What's Octagonal Roman? Oh, that's a new idea in type. Dunno if there's any made yet, so I can't show you a sample.

Oh, you don't like that sentence? Let's see. It reads: "This startlingly efficient and beautiful device will bring you joy in its possession and simplify your daily tasks."

Don't like it, eh? Neither do I, but what you kicking 'bout? Too many adjectives or not enough? Bum sentence? It's out.

Next? You don't like this—let's see: "Aren't you ready for it now? Won't you look into it today? You'll enjoy the little descriptive book we'll send to you." Sounds too much like Tony Wons does it? Well you gotta forgive Eagles and Adams for that. They're trying to write personally to consumers. Fairly simple talk I think. Got an idea that such stuff represents a new technique.

But, of course, old chap, you and Eagles gotta sit down and fight it out. Give the boy a break, Biddle. He's doing great work, saying something about something. I'll scrap with you till summer if I got to, so'z to get this stuff down to the idea of talking sense to people. Betcha your Budget Control Man

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No, Biddle, no, demmit, man, I didn't imply you got no sense. Not at all. You are so close to your stuff you think that if we don't call it superior, superb, exquisite, elegant and deliciously beautiful, we're knocking it. Mebbe people fall for that as mebbe they did of yore, anyway, simplicity is the new technique, but—what?

Bill, will you get this check cashed for Mr. Biddle?

United Stove and Range? No, I'd let that stock alone right now, but don't be sore at me if it goes up.

Say, old chap, you look kinda fagged. You need a rest. If we need any more conference we can have it at dinner. C'mon, what d' yuh say?

Yep, you do need a manicure. Time for that, too, while I come back and sign my mail. You go and say hello to Boss and Gent. Treas. I'll be with you in five minutes.

Bill, take this stuff back to Eagles and Adams. Tell 'em it's O.K., if we'll change the one sentence they put in to please Biddle. Old Biddle is back on the job just like days of yore. Tell him what you're showing him is a new technique and it always looks good to

The ad world is back onto its old stride and I gotta see a movie I ain't got time to see.

GROUCHO. Portland "News-Examiner,"

New Paper
The News-Examiner Publishing Company has been formed at Portland, Orex, with offices at 517 Governor Building, to publish the Portland News-Examiner. Daniel Market is publisher and editor. J. C. De Ball is business manager.

Appoints Silberstein Agency
Berth Robert-Cross, Inc., New York,
mail-order women's apparel house, has
appointed Alfred J. Silberstein, Inc., of
that city, to direct its advertising account. Magazines will be used.

Purchase Yuma "Sentinel"

The Yuma, Ariz., Sentinel has been sold to Clyde E. Ely and associates. Mr. Ely, who becomes publisher, was formerly business manager of the Albuquerque, N. M., Tribune.

To Discuss Changes in Food Act Amendment

Consumers, canners and distributors of foods have been invited to discuss proposed changes in the regulations under the McNary-Mapes amendment to the food and drugs act, at a public hearing at the Department of Agriculture, Washington, D. C., April 14 at 10 a. m. The proposed changes in the amendment, if adopted, will mean in general a raising of the requirements for the canned foods already standardized under this act.

this act.

The act permits the canning and marketing, under a specialized sub-standard legend, of foods that are wholesome but fall below the official quality standards promulgated by the Secretary of Agriculture. One proposal is that the label now required by the regulations, "Below U. S. Standard—Low Quality but Not Illegal," be changed to "Below U. S. Standard—Low Grade."

Window Display Data Is Sent to Berlin

LINTAS G. M. B. H. BERLIN, GERMANY

Editor of PRINTERS' INK:
May we thank you sincerely for your
letter of February 24 with the, to us, very
valuable information regarding companies that make a specialty of window
dressing?

We can never fail to be impressed by the extremely efficient and courteous service which you render, and the help that you have been giving us during the past months.

Please be sure that we thoroughly appreciate your aid.

Lintas G. M. B. H.

C. A. Marbach Joins "Your

Garden and Home"

Clifford A. Marbach, recently space buyer of The Powers-House Company, Cleveland advertising agency, has joined the sales staff of Your Garden and Home, of that city. He has been with the Powers-House agency for the last eight years and, before that, was with the Cleveland office of Fuller & Smith & Ross, Inc.

James H. Gardner Forms New Business

James H. Gardner, has resigned as vice-president of the Dry Goods Economist, and will establish his own advertising business under the name of James H. Gardner & Company, Inc. He will maintain offices at New York and Boston.

Joins New York Gravure

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I. M. Graubard, formerly with the Wyanoak-Elco division of the Consolidated Film Industries, has joined the sales staff of the New York Gravure Corporation, New York. 14, 1932 Food

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Where are they headed now?

For the past 10 years business men have had to guess at the answer to this vital question

In the next 20 weeks they will get it in complete, comprehensive form in The Business Week. . .

Business men had a great lesson thrust upon them in the past decade. They've traded in the old slogan about the better mouse trap for a new and better one: "The consumer's preference is king."

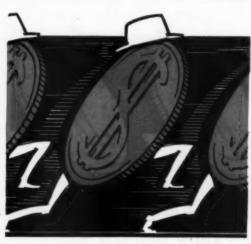
Mr. and Mrs. Consumer drove that lesson home... when they stepped on the gas and drove themselves about the country, to the dismay when they left the makers of cotton stockings, high shoes, parlor stoves and a variety of other products, holding the bag.

Such changes in buying habits are a matter of common knowledge. These are just a few outstanding examples. What is happening to all the other products and services that are vieing for the public favor? What is the complete picture of

the American consumer market? How has the picture changed since the war—how is it continuing to change today—in favor of certain products and services, and at the expense of others?

The business man who wants to hold the public's patronage needs all these

facts. Only then can he feel the public pulse, catch the everchanging trend in buying habits, and adjust his activities, his prod-



of the railroads...when they went in for automatic refrigeration and gave the manufactured ice business something to think about... ucts, l order Unfor

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Apr. 14, 1932

Unfortunately, this over-all picture has never been available in one complete, comprehensive easyto-understand study. That is, never until now.

For now, after a year's research and study, The Business Week is ready to present, to a business world that has long been waiting for it, the complete picture of America's buying habits.

Inthis complete, fundamental study will be found full information on . . .

Why retail sales lag behind total consumer expenditures.

Growing importance of services in the consumer market.

Relative growth of consumed goods and durable goods.

The rapid growth of transportation, recreation and education as compared to food and clothing. How the national consumer budget varies with income.

Where savings, investments, taxes and social activities fit into the consumer's budget.

Effect of increasing consumer credit.

Analysis of each major classification of expenditure with trends over a twelve year period.

How consumption tends to run ahead of income year after year -and why.

And hundreds of other conditions and trends upon which to build sound marketing plans.

This is NOT a promotion survey for the benefit of The Business Week's advertising department. It's an editorial job un-



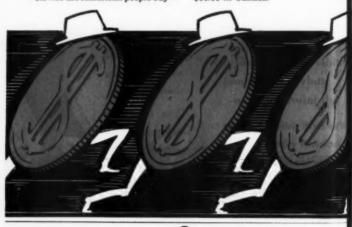
dertaken solely in the interest of the business men who read this journal, and who need this information to guide their businesses.

This isn't a "typical town" study—
it covers the entire country. It isn't
a one-year study—it covers the entire period from 1919 to 1930. It
isn't a study of sales in a certain
type of store or a certain-sized city
—it isn't a projection of fragmentary data—it is a study of the purchases of our entire population
over this period. And it covers just
about every type of goods and
service the American people buy—

roughly, about a thousand items.

No matter what your business, this study will throw new light on your problems—will help you to a better understanding of the markets in which you are interested.

It will be presented in twenty news-story installments in *The Business Week* beginning with the April 27th issue. The subscription rate is \$7.50 per year; \$10.00 in Canada.



THE BUSINESS WEEK

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Models, Large and Small

Three-Dimensional Way of Showing Merchandise Takes on Added Value as Buyers' Reticence Grows

N. W. AYER & SON, INC. PHILADELPHIA, PA.

Editor of PRINTERS' INK:

Can you give us references to articles in Printers' Ink that have discussed the use of oversize (or undersize) models of the product? An example might be window displays having giant fountain pens in cross-section to show the mechanism.

N. W. AYER & SON, INC.

EVERY advertising man will remember the classic Heinz pickle—if that may be called a model—about an inch long, with coloring faithful to nature and an eyelet permitting its use as a watch charm.

There is a legend that H. J. Heinz used always to wear on his watch chain one of these little pickles which it was his pleasure to present to visitors not previously supplied. Mr. Heinz, so the story goes, would invariably remove the pickle charm from his own watch chain and impressively present it to his visitor. After the visitor had left, another pickle from an ample pocket supply, would blossom on the Heinz gold chain. This consummate salesman knew how to invest a simple souvenir with extra value.

Probably the first models of complicated nature used both for display and as an aid to merchandising -and still so used-are the scale models of passenger steamships. Made with sectional cut-outs on one side, these miniature monarchs of the sea serve to impress prospective voyagers with their beauty and seaworthiness, while presenting visual evidence of the comforts and conveniences of ocean travel. They are commonly seen on display in the windows and offices of ticket agencies. Trailing along after this movement, models of locomotives and passenger cars have become a familiar sight in railroad ticket offices.

The Waterman Pen Company has long been a user of the oversize model idea in its window displays, but these big pens, so far as we have observed, have not been cut out sectionally to show the inner workings. Large-scale, but not necessarily accurate scale reproductions of products, are often used in outdoor signs. At the corner of the Waterman building in lower Manhattan there is a fountain pen several stories in height which is outlined by electric lights at night.

Several spark plug manufacturers have made giant reproductions, sliced sectionally to show the "innards." Manufacturers of smoking pipes have used the same idea to display the high spots of patented condensation guards.

A few years ago Studebaker constructed a giant automobile which was an accurate model scaled up to heroic proportions. It attracted a great deal of attention wherever it was displayed, and photographs of it, with Tom Thumb-like people aboard and regular-sized cars alongside, enjoyed wide currency. Oversize models of shoes, used for window display purposes, have attracted considerable attention to the stores of some chains.

Toys as Reminders

Then, there are models which are not models at all—just toys. Toys, inaccurate as models but recognizable as representations of the product, have been turned out—probably with merchandising intent—by manufacturers of stoves, carpet sweepers, vacuum cleaners, mechanical refrigerators and such articles of household use. They probably serve a useful selling purpose as reminders of the product and educators of future consumers.

Precision models, into the making of which go no end of ingenuity and craftsmanship, are the pride of their makers. Such models—usually scaled down—are expensive to produce, but they serve a number of purposes. They are used for exhibition and display—thus

EK

taking the mountain to Mahomet.

The miniature De Soto factory displayed at the automobile shows this year is an example. Mr.

this year is an example. Mr. Chrysler felt that because not one person in 10,000 ever gets to see an automobile plant, millions of people would be interested in observing production methods which

have done so much to improve quality and re-

duce costs.

The De Soto plant model, twenty feet long and four feet wide, is reported to have cost \$25,000. It was scaled down approximately 125 times. When in operation it shows, through the shop windows, miniature production lines and workmen, and apparently produces 140 tiny automobiles every hour-at least, little cars emerge from the factory at that rate and run, under their own unseen power, up to the ship-

ping sheds on the loading platform in the rear of the factory.

Now touring the country on a specially constructed truck, the sides of which may be lowered to form railed and braced supports for spectators, the De Soto model factory, it is estimated, will be shown to at least 5,000,000 people.

A model of similar purpose—that of the General Motors proving grounds—has been on display at Atlantic City for a number of seasons. One hundred models of automobiles are constantly running at different speeds over the roads of this reproduction, which has all the straightaways, hills, curves and rocky roads of the original testing layout.

The M. C. Schrank Company, manufacturer of children's "Fruit of the Loom" pajamas, is now using three models of mills turning out its product. While these do not pretend to be accurate reproductions, they interest children greatly and stores which have displayed them are asking for return engagements.

In operation, different sections of the mill are lighted in progression and below each an illuminated title tells about the operation then in progress, such as spinning, weaving, printing, cutting and finishing. These models are now booked up until the middle of July, on itineraries which will take them throughout the Middle West and East, and the manufacturers are well pleased



Model of De Soto Factory Exhibited at Automobile Shows and Now Touring the Country

with the success of this form of promotion.

A large textile mill, we are told, is having a number of quite pretentious models of its mills made for promotion purposes. Each one of these models will contain some \$1,200 worth of motion-picture apparatus, the control of which will make use of the versatile "electric".

eye.' Each of these models will be accurately scaled and identical. Complicated operations will be shown by motion pictures which will alternately be flashed on six different screens set into the factory walls. A typical reel will show a factory vista with a long line of machines in operation, tended by girl operatives, and close-ups will show these girls making minor adjustments, tying threads, or starting a new run. Trucks will be shown entering the model factory with raw materials and leaving with a load of the finished product. In use, the models will be routed throughout the country for display in windows and departments of stores handling the product.

Aside from exhibition and dis-

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4, 1932

play purposes, models are often used in direct selling, especially of machine products. They are peculiarly useful when a product is new and difficult to describe or picture in operation. The Otis Elevator Company once used a working model of an escalator as installed in a typical department store. The Patent Scaffolding Company often uses a working model of its equipment-which, incidentally, is rented, not sold-to explain more clearly to prospects the principle on which it operates. But in recent years there have been fewer needs for such use and its models generally repose in the offices of the company on permanent exhibition.

The Chesebro Whitman Company, manufacturer of many varieties of ladders, has frequently used with very good results tiny models in vest-pocket size of its step ladders and small, upright extension ladders. Since these products have exclusive construction features, it was found that models, better than photographs, enabled salesmen to show prospects these

points

An Aid in Designing New Products

Another valuable, but little known, use of scale models is in designing of new products. A small model may be viewed from all angles, photographed and put through its paces in simulation of the real thing and with less expense in the making of changes. Scale models were recently used by Walter Dorwin Teague in developing the design of the new Marmon Sixteen.

Usually, new motor car designs are developed in full-sized plaster models on a framework of wood and wire mesh. These affairs are quite expensive to construct and to change. Miniature scale models serve the same purpose, cheaper and better. The Marmon model, which was about thirty inches long and incorporated all the external details with minute fidelity, was photographed in many positions and projected full size upon a

Photographs of models for advertising purposes—that's another

use. A year or so ago a number of the photographs used in advertising of Peerless automobiles were made from miniature models of these cars. With small models it is possible to obtain lighting effects practically impossible, except perhaps at great pains and expense, with the full-sized product. In one Peerless illustration there was luggage from a toy shop beside the automobile, and in the background was a wooden model of a dock on the far side of which a reproduc-tion of J. P. Morgan's yacht "Corsair" rode at anchor on a Cellophane sea. And no one ever guessed.

Another use of models, now occurring to many manufacturers, is for purposes of a permanent museum of products from which may be made photographs revealing the progress in design and efficiency and lowered cost from time to time as changing market conditions in-

dicate.

Of course, many industrial concerns have long had permanent exhibits of their products in scaled-down model form at headquarters. Next year's fair at Chicago is likely to present some very ambitious models. It is said that one large corporation which manufactures a great variety of products is planning to have all its plants and every one of its products reproduced in faithful miniatures for exhibition purposes, starting at Chicago in 1933.

Interest in models is naturally growing in these times, for when buyers become reticent and adopt a "show me" attitude, there is nothing like the three-dimensional way of doing it. A reference report listing the various articles that have appeared in the PRINTERS' INK. Publications on the use of models of every description will be sent to any reader on request.—[Ed. PRINTERS' INK.

W. J. McChesney to Direct Mohawk Paper Sales

W. J. McChesney, formerly advertising and export manager of the A. P. W. Paper Company, Albany, N. Y., and, more recently, conducting his own export business at New York, has been appointed general sales manager of the Mohawk Paper Mills, Inc., Cohoes, N. Y.

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Consumption Habits

THE PRESIDENT'S RESEARCH COMMITTEE ON SOCIAL TRENDS

NEW YORK

Editor of PRINTERS' INE:
In your issue of May 14, 1931, you have an article entitled, "An Analysis of Some 1930 Newspaper Appropriations," giving classifications and extensions, and extensions are reported for 1930, Can you penditures reported for 1930. Can you furnish us with a comparable article a year earlier, e. g., giving the same fig-ures for 1929? We desire this for our "Consumption Habits" study.

ROBERT S. LYND Section on Consumption Habits.

WE have already sent Dr. Lynd information on 1929 newspaper advertising expenditures. Something seems to be going on in this particular Committee on Social Trends and it looks very much as if it is going to try to discover a definite relation between consumption habits and the amount of

O. W. Mielke Advanced by Blake, Moffitt & Towne

Otto W. Mielke, for many years with Blake, Moffitt & Towne, San Francisco, paper, as head of that company's houses in the Pacific Northwest, has been appointed general manager. He will continue as head of the company's units in Oregon and Washington and will have complete charge of sales and purchasing activities of the entire organization. He will make his headquarters at San Francisco.

H. R. Stevenson with Fawcett **Publications**

Hugh R. Stevenson, formerly secre-tary in charge of advertising for the Doherty-Brehm Company, Chicago, has Doherty-Brehm Company, Chicago, has joined the advertising department of the Fawcett Publications, Inc., Minneapolis. He was at one time director of the direct-mail division of the Bureau of Engraving. Minneapolis Engraving, Minneapolis.

F. A. Bunte Vice-President, Bunte Bros.

Ferdinand A. Bunte, advertising and sales promotion manager of Bunte Broa., Chicago, has been elected vice-president of that company to succeed the late Charles F. Bunte.

Joins Botsford, Constantine & Gardner

L. Adkins, formerly with the Pacific Gas & Electric Company, San Francisco, has joined the office at that city of Botsford, Constantine & Gardner, advertising agency.

newspaper advertising appropriations

We wonder whether the consuming habits of one class of the population is going to be studied aggressively or whether a study of consumption habits should also contain a careful tabulation of the kind of stocks this particular group bought and the sad news of their drop in value.

The best sort of advertising in the world, this committee will agree with us, can't produce the kind of consumption habits so much to be desired by all manufacturers, if the money isn't there with which a desire to consume something can

be satisfied.

Ineffective demand is one of the saddest things in our present economic set-up.-[Ed. PRINTERS' INK.

Appointed by Montgomery Ward

C. D. Ryan has been appointed to direct the merchandising of house furnishings and furniture lines for all retail stores and mail-order bouses of Mont-gomery Ward & Company. He has been gomery Ward & Company. He has been active in the National Retail Dry Goods Association. Arthur Weintraub has been made regional retail manager and Meyer Mittenthal has been made regional sales and merchandise manager of the com-pany's Eastern stores and mail-order houses, with headquarters at New York.

Death of W. C. Cottingham

William Caldwell Cottingham, man-aging director of the Sherwin-Williams Company, Ltd., of Canada, was killed on April 8 at Montreal by carbon monon April 8 at Montreal by carbon monoxide gas in his private garage. Mr. Cottingham, who was thirty-five years old, had been with the Sherwin-Williams company for fifteen years and had been managing director of the company since 1930.

F. A. Krivan Joins Joseph Byrne

Fred A. Krivan has joined the staff of Joseph Byrne, New York, publisher of Beauty Culture and Borber's Journal, where he will act in an advertising ca-

Charles Dilcher Appointed by Scripps-Howard

Charles Dilcher has been appointed manager of the Dallas, Texas, office of the national advertising department of Scripps-Howard Newspapers. He was previously with the Chicago office.

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It is stant

Let u today buyin Indu

McGR

LAST YEAR

342 advertisers



used 2012 pages



in "CHEM & MET"



-89% more advertisers

-99% more space

than in any other magazine devoted to the Process Industries as a whole. Of these 342 advertisers, 230 or 67% used only "CHEM & MET" in this field. These four groups of accounts used the larger part of the space:

		Number of advertisers	Number of pages used
	PROCESS EQUIPMENT	210	1228
	GENERAL INDUSTRIAL EQUI	PT 39	261
<u> </u>	CONSTRUCTION MATERIAL	LS 39	266
	CHEMICAL RAW MATERIA	LS 29	140

It is perhaps significant that this "depression" year brought a substantial increase in "CHEM & MET'S" advertising leadership.

Let us show you why the Process Industries offer a good market today, and how you can economically reach and influence their buying factors. Ask for "Costs and Profits in Typical Chemical Industries"—helpful market data, sent free of obligation.

Chemical & Metallurgical ABC Engineering ABP

McGRAW-HILL PUBLISHING COMPANY, Inc., 330 WEST 42nd ST., NEW YORK

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PITTSBURGH

A leader in their line, Oswald Werner & Sons (a gives credit to Press Rotogravure advertising for their greatest volume of business in 68 years

"It is safe to say that this one in advertisement was responsible yea for the greatest volume of business, not only in number Rotogram ng the of items, but also in dollars Press a

TheP

MEMBER OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS and of MEDIA RECORDS, INC.



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14, 1932

Sons G

* SIXITHIN THE WORLD

and cents, that we have had one in one week's time in our 68

sible years in business".

ther Rotogravure Leadership is a "Quality" Indication...During the first three months of this year, advertisers placed hearly 3 times as much rotogravure advertising in The Press as they did in the other Pittsburgh Sunday paper.

he Pittsburgh Press

SCRIPPS. HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD NEWSPAPERS · · · 230 PARK AVENUE, NEW YORK CITY

CHICAGO · SAN FRANCISCO · LOS ANGELES · DALLAS DETROIT · PHILADELPHIA · BUFFALO · ATLANTA

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Heads Technical Publicity Group

J. R. SCHMERTZ, of The Mathieson Alkali Works, Inc., New York, was elected president of the Technical Publicity Association, Inc., of that city, at its annual election held this week. He succeeds Leon H. A. Weaver, publicity manager of The Superheater Company.

George R. Holmes, of S K F Industries, Inc., was elected first vice-president and H. H. Wilkinson, of The Permutit Company, was made second vice-president. Sidney W. Dean, Jr., of the J. Walter Thompson Company, Inc., was elected secretary-treasurer.

Active members of the association who were elected directors are Mr. Weaver, retiring president, and B. H. Miller, of the J. Walter Thompson Company, Inc., who was re-elected. Associate members of the board elected are H. J. Payne, secretary of the Associated Business Papers, and Allen Dow, of PRINTERS' INK.

G. G. Simmons Heads Simmons Company

Grant G. Simmons, secretary-treasurer and vice-president of The Simmons Company, Chicago, Simmons beds, has been elected president. He succeeds Z. G. Simmons, who has been elected to the newly created office of chairman of the board.

Trowbridge Outdoor Enters Poster Field

The Trowbridge Outdoor Advertising Corporation, Newark, N. J., operating an exclusive paint plant for the last twenty years, has just completed building a poster plant.

Joins Milwaukee Typographer Ralph Williams has joined the staff of George F. Wamser, Advertising Typographer, Inc., Milwaukee. He was formerly with the Dyer-Enzinger Company, recently merged with the United States Advertising Corporation.

Silk Account to Ayer

The Wahnetah Silk Company, New York, manufacturer of silk fabrics, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

Paint and Varnish Group Wins Award

The American Paint and Varnish Manufacturers' Association has been chosen as winner of the 1931 award of the American Trade Association Executives, given each year to the association reporting accomplishments considered most valuable to the public, to its own industry and to industry at large.

The Paint and Varnish group won the award for "carrying through a program which was comprehensive, well

The Paint and Varnish group won the award for "carrying through a program which was comprehensive, well co-ordinated and effective in the interest both of the public and of the industry and for the voluntary agreement under which it set up and successfully operated an Unfair Competition Bureau."

The following associations were awarded honorable mention without

The following associations were awarded honorable mention without ranking them in order of merit: The Association of American Soap and Glycerine Producers; the Cotton Textile Institute; the Northern Hemlock and Hard Wood Lumber Manufacturers' Association, and the National Bureau of Casualty and Surety Underwriters.

Death of Ben C. Franck

Ben C. Franck, secretary of The New York Times Company, died last week at New York. Mr. Franck, who was seventy-six at the time of his death, had been associated with Adolph S. Ochs, publisher of the New York Times, for almost half a century. He had been an executive officer and secretary of The New York Times Company for the last thirty-six years.

Guy S. Hamilton with Gellman Manufacturing

Guy S. Hamilton, formerly merchandising chief of Bawden Bros., Inc., Davenport, Iowa, advertising agency, has been placed in charge of advertising of the Gellman Manufacturing Company, Rock Island, Ill., Speed Giant electric bread slicing machines.

H. W. Gibbs with Twentieth Century Press

Harold W. Gibbs, formerly space buyer with the Chicago office of Doremus & Company, has joined the staff of the Twentieth Century Press, of that city.

Appointed by Montgomery Ward

Montgomery Ward & Company have appointed Lord & Thomas and Logan, Inc., Chicago, to handle their radio advertising account.

Appoints Rankin

The Globe Industrial Loan Corporation, Newark, N. J., and New York, has appointed the Wm. H. Rankin Company, to direct its advertising account. Newspaper, radio and directmail advertising will be used.

To Protest 3-Cent Postage in Paid Space

PLAN to protest the proposed A increase of first-class postage rates from 2 to 3 cents by use of paid space in newspapers in a numher of cities was approved at the annual meeting of the National Council of Business Mail Users held at Chicago last week. advertising, it is planned, will point out to business firms and the public in general that the new rate involves a 50 per cent increase in the cost of first class mailing, which, the group feels, is inequitable.

The plan is to be carried out through unit action by groups in the larger cities. Charles von Weller was appointed chairman of a committee to arrange for this activity. Robert Marshall will serve

with him.

The group also organized for a hearing on the proposed first-class rate to be held April 19 before the ways and means committee of the Senate. Business mail users, it was the sense of the meeting, are perfectly willing to share an equal part in any increased postage burden made necessary by a Government emergency; but they do not believe that the entire burden should be carried by first-class. Opinions were also expressed that the individual excises proposed by the House of Representatives should be replaced as inequitable by some other system of taxation in which all industry would bear a small fraction of the necessary increase.

Homer J. Buckley, president of Buckley, Dement & Company and chairman of the postal committee of the Direct Mail Advertising Association, was re-elected president of the organization. James S. Wiley, New York, representing the National Association of Envelope Manufacturers, is the new vice-president. Frank L. Pierce, secretary of the D.M.A.A., was re-elected secretary and Ivan A. McKenna, representing the Master Printers Federation, was named to serve another term as treasurer.

Sees Broadcasting Control Beyond I. C. C. Power

yond I. C. C. Power

Dismissal is recommended of the first complaint filed with the Interstate Commerce Commission attacking the rates, charges, rules, regulations, and practices of a broadcasting company. The complaint was made by the Sta-Shine Products Company, Inc., Freeport, N. Y., against station WGBB of Freeport, and the National Broadcasting Company.

Recommendation of dismissal was made by Examiner W. M. Chesaldine on the basis of a hearing which was limited to facts bearing upon the question whether the I. C. C. had jurisdiction over the matters which were the subject of complaint. Defendants insist, his report states, that their business is merely that of an advertising agency, disseminating through the medium of radio apparatus entertainment or information which its customers, or clientele, wish to extend to, or hope will reach a potentional listening public.

They contend, also, that they have never engaged in the transmission of a message from a definite sender to a definite receiver for pay, which is the type of message, it is held, that is contemplated in the Interstate Commerce Act.

Appoints Committee for Chicago Newspaper Exhibit

Chicago Newspaper Exhibit
Lloyd D. Herrold, chairman of the
Chicago Advertising Council's second
annual newspaper advertising exhibit,
has appointed the following as members
of his committee: J. M. Easton, Northern Trust Company; Nancy Naghten,
Mitchell, Faust, Dickson & Wieland,
Inc.; Arthur T. Lewis, Johnson, Read
& Company; E. G. Johnson, J. M.
Bundscho, Inc.; Howard A. Jones, Ruthrauff & Ryan, Inc.; Harris, Frazier,
Bauer & Black; and John
Kenneth
Laird, of the Western Company,
These promotion executives of Chicago newspapers complete the committee: Harold Essex, Daily Times;
Paul Watkins, Daily News; J. M. C.
Fcase, Evening American; Fred Shafer,
Tribune; E. J. Lewiniski, Hersild and
Examiner; Arnold Torsell, Evening
Post; and H. C. Curran, Journal of
Commerce.

Commerce.

F. E. Bittorf Heads Madison Club

Fred E. Bittorf, secretary of the Kil-gore Printing Company, was elected president of the Advertising Club of Madison, Wis., last week. Other officers elected are Arthur Worth, vice-president; Lelah Horning, secretary, and Carter Strand

Lelah Horning, secretary, and Carter Strand, treasurer.
J. A. Fitschen, retiring president, David Darrah, Ray Perkins, Alfred Willoughby and Emil C. Cady, were elected directors.
Arthur Towell and H. H. Brockhausen were elected delegates to the A. F. A. convention to be held in New York in June.

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"From Cover" to Cover"



THE CROWELL PUBLISHING COMPANY

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Procter & Gamble know The Country Home from experience. They have advertised Lava Soap in 25 of its 28 issues.

Says P. & G.:

"Judging from the volume
of replies to our Shadowgraph campaign on Lava
Soap, farm families read The
Country Home from cover
to cover."

™Country Home

GETS RESULTS

250 PARK AVENUE, NEW YORK

PANY

The Spots Have "It"

When the Problem Is Getting Attention in Small Space

By Gilbert P. Farrar

FOR many years, most of the advertisement designers of my acquaintance had one formula for the handling of small-space advertisements: The advertisement must have a non-rectangular shape; the shape of the entire advertisement must contrast with the straight vertical and horizontal lines of the page of advertisements.

SARGENT SCHOOL CAMPS



For girls. Under Boston University. At Peterboro, N. H. Junior. Senior camps. Highest standards. Supérior equipment. All sports. Riding. Motion pictures shown upon request. Booklet.

Ernst Hermann, Dir.; Miss Emma Sanbern, Sec. 52 Everett St., Cambridge, Mass.

Fig. A

I remember seeing on one occasion an entire column of advertisements made up according to the non-rectangular formula. As these advertisements are made to contrast in shape with ordinarily square advertisements, they lose much of their effectiveness unless placed between squarely designed advertisements.

When a make-up man decides to put a complete column of nonrectangular advertisements together, the effect is not what one might call attractive because a group of irregular shapes without any regular shapes to "lean" against really creates a dance optically speaking.

At the present time I feel that we can get full attention value into a small advertisement in a manner that will cause it to be equally as well "at home" with irregular as well as regular shapes.

For the last several years many designers of advertisements have

been experimenting with circles, squares, diamonds, and other shapes in very small spots within the advertisement rather than conforming the shape of the entire advertisement to a large circle, diamond, heart, or other shape.

Type foundries and manufacturers of typesetting machines have now developed dozens of shapes in all sizes, mostly solid, that are very effective, and these are so cheap as to eliminate their cost as a factor.

Using these small spots doesn't mean that we will produce a "modern" advertisement. They simply give a rest spot in what might be a flat small space advertisement. Nothing is so expensive as a small advertisement that is not seen.

Dots and squares in solids and outlines have been and are now being used in many "modern" advertisements of all sizes. And I have seen "modern" printed matter on which entire words were spelled by the use of full, half and quarter circles, and squares. However, such things are open to much criticism by the man who is simply trying to get added interest to a small advertisement.

You may have at some time the problem of getting full visibility for a small advertisement for a man who does not wish to have his advertisement assume in itself an irregular shape. When you have

DUPLEX with extra large living room and fastreem over-looking the park from the testh and elevanth floors, three beforeoms, open finglace. Exceptional service.

STUDIO DUPLEX mailler but with large room. Other apartments, Inspection lawled.

Fig. B

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such a problem get the irregular spot within the advertisement.

spot within the advertisement.
Fig. A would be a strong advertisement without the two black circles. I feel, however, that these spots add to the visibility of the advertisement without taking any space that should be given to something else in the advertisement.

In the original of Fig. B the three spots were just three parentheses taken from a case of 30-point display type. I blackened these in my experiment. To me

• Heading Here in
• One or Two Lines

white spaces and put in a dot or two as has been done in Fig. A.

I find that a small-space problem



Fig. D

Heading Here in One or Two Lines

NAME AND ADDRESS

Fig. C

this advertisement has one first aid to a small advertisement in the generous white space used. With the spots and the white space this two-inch copy is simply unsinkable on any page.

Fig. C is a suggestion that would make a strong advertisement without the dots. It has a reasonable allowance of white space well grouped. But the dots simply give added motion and added color which appreciably lift the visibility without adding any composition expense or extra space.

When we can induce an advertiser to use increased space to get increased visibility our problem is simplified. But it has been my experience that nearly all users of small space write their copy with the idea that they have bought a column instead of two inches.

Nearly every small advertisement has some white space left in it when finished. Look for such is sometimes simplified when the advertiser uses a small picture. The picture makes a good spot in itself. In such cases I would not use too many spots.

Owing to the fact that circles, squares and other shapes are now made in many sizes we sometimes see effects like that shown in Fig. D. Here I believe that with the dots taken out and a simple rule border used—having the border join the picture at top and bottom right side—the spot of the picture only would be enough.

Were no picture used in Fig. D the dots would be better than a border for attention value.

Wherever I have seen dots used —in larger space as well as in

Heading Here in One or Two Lines

MAME AND ADDRESS

Fig. E

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On the Up and

COLLEGE HUMOR closed the first four issues of 1932—January, February, March and April—with an increase in advertising of 31%.

You will agree that this is an unusual record for these days, and in fact any days.

There is a very good reason for it. Times like these compel manufacturers and advertising agencies to give close consideration to special markets. They are analyzing circulation purchases in an effort to eliminate waste and concentrate their sales efforts where they may expect the most profitable returns.

COLLEGE HUMOR, with its large newsstand sale at 35c per copy, can do—and does—a better job for national advertisers today than ever before. The great majority of our readers are in the higher income brackets; they are young, eager to have things, and willing to buy.

COLLEGE HUMOR has always been successful. Its bright, well-edited, pleasant and informative pages appeal to the young people by the hundreds of thousands. Its advertising influence is recognized consistently by many of the most successful advertisers in the world.

In closing the June issue, for example, COLLEGE HUMOR—for the ninth consecutive month—has shown an increase over the same month a year ago.

in/p!

Your advertising can now be placed in the July issue, in time to greet new tens of thousands of young people who are stepping from college into business and the professions. Meet these newcomers into the world of affairs where they like to congregate, read and heed—in the pages of COLLEGE HUMOR.



College Humor

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presented in page form, or four inches single column, towers above panicky entreaties to buy.

HAWLEY ADVERTISING COMPANY Inc.

95 Madison Ave. New York City smaller space—a small dot or square, regardless of how many times it was repeated, gives the best effect.

Remember that spots can be had in many shapes up to very large sizes. You can get them in ordinary type metal at a very small cost.

Where a small advertisement does not use a picture you may have a chance to eliminate the border and gather enough space to use a very large spot, or even two of them.

After you get your spot you can have your printer match it as is shown in Fig. E. Here is a suggestion which will produce an advertisement in two inches that has at least the visibility of many advertisements of about eight inches. It's another example of what I would call an "unsinkable" effect.

When building a small advertisement consider eliminating the border in order to gain space enough to get in a few black spots. These have many times the attention value of the prosaic border. The spots have "IT"—when it comes to attention value. Try them and see.

If you eliminate the border and still haven't enough space, consider "spotting" any open space that might be left at the ends of lines such as in Fig. A.

Boyle Succeeds Brown on New York "Evening Post"

J. Mora Boyle, who was to join the Kansas City, Mo., Journal Post, as previously reported, instead has become advertising manager of the New York Evening Post. He recently was local advertising manager of the New York American and held a similar position with the former New York World. Mr. Boyle is returning to the newspaper with which he was first connected in New York.

with the former New York World. Mr. Boyle is returning to the newspaper with which he was first connected in New York.

He succeeds Harry Brown, who for seven years during his twenty-five years with the New York Evening Post, was advertising manager.

T. F. Walsh with Fuller & Smith & Ross

Thomas F. Walsh has joined the New York office of Fuller & Smith & Ross, in a copy and contact capacity. He had been a member of the editorial staff of the PRINTERS' INK Publications for eight years. Тн

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"Lucky Strike" Rumors

THE AMERICAN TOBACCO CO. New York, Oct. 13, 1931. News Editor of PRINTERS' INK: I find on my desk a memorandum

of inquiry as to certain changes. I must say to you once and for all that these rumors are entirely

without foundation. GEORGE W. HILL, President.

> PRINTERS' INK NEW YORK, April 7, 1932

George W. Hill, President, The American Tobacco Co., New York

Dear Mr. Hill:

I hear a great many rumors that your company is contemplating a change of agency. When these reports were current some time ago, you were quick to deny them and we used your statement to put the report to rest. Will you let me know if there is any change in the situation?

B. A. GRIMES, News Editor.

THE AMERICAN TOBACCO CO. New York, April 8, 1932. News Editor of PRINTERS' INK:

There is no truth to the report about which you question me in your letter of April 7 and I am glad to so state.

GEORGE W. HILL, President.

B. H. Morash, Canadian

Manager, Dudley Lock
B. H. Morash has been appointed
Canadian manager of the Dudley Lock
Corporation of Chicago, which is organizing the Dudley Lock Corporation
of Canada, Ltd., Toronto, to sell and
manufacture in Canada as well as
throughout the British Empire. Mr.
Morash formerly was managing director
of Kelvinator, Ltd., London.

Becomes "The Stage" The Theatre Guild Magazine, New York, has changed its name to The Stage. The new title, according to John Hanrahan, publisher has been chosen to describe better the purpose and scope of the magazine.

PUNCH'S PRESTIGE

PRESTIGE is a common word in advertising currency, but it stands for something hard to win and jealously to be guarded in business practice. The dictionary defines it as "influence arising from reputation." It is another name for the goodwill of the Advertiser who has built his product into the consciousness of the buying public. Indiscriminate weight of advertising alone cannot confer it. It develops slowly but certainly around the advertising which pursues a clear unswerving policy, which aims at the intelligent part of a widespread community, and which is found in company the world has learned to respect. In fulfilling the two last-named conditions "PUNCH" is of paramount importance to the Advertiser who is building up prestige. Firstly, because "PUNCH" circulates primarily amongst that section of the public that moulds the buying habits of the rest. Secondly, because throughout the Englishspeaking world "PUNCH" is believed in with a long-established faith that extends to everything between its famous covers. Directly the advertising of your mer-chandise appears in "PUNCH," that merchandise begins to gather to itself prestige, to earn goodwill and confidence that are the finest of all bulwarks against trade vicissitude, and the greatest of all forces for trade expansion. Can you afford NOT to use the tremendous and growing power of "PUNCH"?

MARION JEAN LYON Advertisement Manager, "PUNCH" 10 BOUVERIE ST., LONDON, E.C. 4 **ENGLAND**

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Opens 40 Markets for New Product at Cost of \$75,000

(Continued from page 4)
fix "ex" meaning "from the" so
that the name is self-denoting,
"from the bull."

During the first year small-space newspaper advertising was used, copy never exceeding 175 lines. Introductory advertising started April 14, 1930. From that date to December 31, 1931, a period of about eighteen months, the company used 29,140 lines in New York newspapers. The cost of this space was \$23,200.

In addition car cards were used in several selected cities together with one-column space in a weekly magazine. Newspaper advertising in sixteen cities drew an expenditure of \$5,186. The preparation cost of all this advertising, in the form of artwork, cuts, etc. amounted to \$4,000.

Demonstration work in food shops tied up with this advertising in New York, Brooklyn, Newark, Boston, Detroit, St. Louis and Minneapolis. Another \$1,500 was spent in dealer co-operative advertising and \$1,200 was spent on three food shows.

One business paper completed the mediums used during the first year, at the close of which the company found that it had established the product in 21,000 stores in a total of forty cities. The work of stocking the product was effected through brokers.

During this first year period, twenty-five tons of Torex were produced. The latter part of that year the market was extended to include drug stores where the product was pushed for use as a hot drink.

For this purpose a special 8ounce jar was added to the line, a mit which has since grown popular in grocery stores. A test conducted by the company in conjunction with a drug chain revealed that the sales of bouillon in one store averaged about twenty-five cups a week over a period of a year. With the introduction of Torex, sales jumped to more than 250 cups a week.

Among other outlets which were developed were railroad dining cars, hospitals and restaurants.

Satisfied that sufficient preliminary work had been performed to gauge the effectiveness of the advertising program, the company took time out in the fall of 1931 for a check-up. It wanted to prove to itself that it was advertising in the most intelligent manner.

"We found," said Mr. Shirk,
"that sampling was the best way
to introduce Torex. Wherever we
were successful in distributing a
sample, we could put our finger on
a high percentage of repeat orders.

Dramatizing the Message

"We decided on a new type of experimental advertising campaign. A schedule of approximately 10,000line rotogravure space in two New York newspapers was adopted. Half-page space was used for four weeks as a build-up to acquaint the readers with our product. We then crashed through with a full-page which featured a coupon offering a 25-cent tube free. There then followed three more bi-monthly halfpage insertions. This, we felt, would dramatize our message and galvanize interest into action.

Coupons informed the housewife that she could obtain her free tube of Torex by presenting the coupon to her grocer. Coupons received by grocers were redeemed at the actual retail selling price of the product.

The plan of coupon redemption had several safeguards to prevent any dealer from taking an unfair advantage of the offer. First, the use of rotogravure offered a protection because these sections are limited in edition. Second, the newspapers were asked to report the names of newsdealers who ordered more than their usual quantity. Only one dealer was found to have ordered far more than his normal requirements.

Out of more than 7,000 grocery dealers, only one was found whose coupon returns looked suspicious. A salesman was sent to investigate and found that this dealer was but two blocks away from the news-

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dealer who had ordered so many extra copies. The grocer in question had ordered but a fractional supply of tubes in comparison with his coupon returns.

The third safeguard rested in the fact that the trade was not told specifically when the coupon advertisement would appear. On the Saturday before publication, a broadside was sent to Class A and B stores. This carried a fac-simile of the advertisement and a list of all jobbers from whom the product could be purchased. The company also provided a special envelope for returning the coupons, and a declaration card for filling in the number of coupons redeemed. Returned coupons had to be accompanied with a letterhead or billhead of the dealer. This mailing of the broadside and enclosures, of course, did not reach the trade until the day after the advertisement appeared.

In advance of this campaign the company budgeted on the anticipation that 150,000 tubes would be ordered by dealers for stock.

actual sale of tubes to stores amounted to more than 172,000 before the campaign was started.

The company's regular specialty staff of five men in the metropolitan district was increased with the employment of six more men who operate on a commission basis. This increase was made so that the company could put ample sales effort behind the campaign. The new men had the support of the campaign to assure a satisfactory income without obligating the company to pay a large salary for what was obviously an experiment.

"In many instances, the dealers wished to redeem their coupons in merchandise rather than in cash," Mr. Shirk explained. "Of course we were glad to do that because our outlay to dealers naturally would be lower. About two-thirds of the coupons have been redeemed in merchandise as against one-third in cash.

To provide service for out-oftown inquiries, the coupon carried a notice to the effect that if the coupons were mailed to the com-

Thy keep on doing it the old costly way?

The Old-Fashioned Way

First the engraver -- in one place. Then the typographermaybe half a mile away. After that the printer - maybe a mile off in another direction.

Calling in-interviewinggiving instructions—checking up-telephoning. Troubleworry-uncertainty.

After that-misunderstandings-mistakes-corrections.

Why continue the old-fashioned way? It

THE FAITHORN WAY

Call in ONE concern and give ALL your instructions to ONE MAN, to handle ALL THREE operations. Then you'll have-

ONE man to instruct—instead of three.

ONE order to write out. ONE firm to deal with.

ALL responsibility is now with ONE instead of three-you'll get undivided interest and attention. This

Wastes Time and Money + Saves Time and Money



THE FAITHORN CORPORATION

Ad-Setters . Phone Wabash 7820

Engravers • Printers

504 SHERMAN STREET, CHICAGO ______ This work.

pothecary, Chemist, Pharmacist,Druggist; all identified from afar by

identified from afar by the bottle of colored water. Those early tradesmen knew the value of graphic selling. Today, Gatchel & Manning halftones, line plates and color plates effectively project your package, product, personality, to buyers. Use our photo-engravings—they have proved their worth for 43 years.

GATCHEL & MANNING Inc.

Photo-Engravers

W. Washington Square PHILADELPHIA pany, it would send the 25-cent tube as a sample.

Out of town brokers were equipped with full details of the campaign so that they could synchronize their tie-in work. They were given a break-down of the circulation in their respective territories and were asked to inform their dealers about the New York campaign and to have them prepared with stock to meet inquiries. Hundreds of new outlets were opened up in cities outside of New York.

Choosing the Recipes

"Our product is a food specialty," explained Mr. Shirk, "and one which we know, through experience, sells best through use of the appetite appeal. We had many new uses to talk about. We wanted to make these the basis of a recipe book but it was a question of just what recipes to use.

"Here again we resorted to test. We know hundreds of dishes can be made with Torex. Not all of these could be featured nor were we certain that we would want to cover them all for the reason that many of the dishes are not in popular use.

"Our problem was to avoid any indulgence in stimulating the concoction of the novel and unusual. We conducted a study of food habits to ascertain the dishes most frequently used in the average home. The results of this study are the basis of our recipe booklet which lists thirty-six year-round dishes, thus helping further to spread the demand for our product which might too easily be associated with winter dishes.

"Various dishes were rated by a survey of consumer preference. From these were selected those dishes in which our products could be used most advantageously in economy of time and money and in making the dish more tasty. Each dish was actually prepared and tasted by a committee of judges. If it won approval it was photographed and the picture in full color used in a twelve-page folder. This folder is wrapped around every package so that the recipes

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are certain to have 100 per cent distribution among purchasers.

"Torex has now been on the market two years during which time it has demonstrated itself as meeting with genuine consumer acceptance. With increased sales, production costs were lowered considerably under the budgeted estimate and it was decided to pass this saving back to the consumer in the form of a larger tube to be sold for the same money. The new tube will contain two ounces instead of 11/2 ounces.

"This move, in turn, will act as a stimulant in combating one of our strongest selling handicaps. Many people are not accustomed to a paste concentrate. They don't realize that our 11/2 ounce tube contains the flavor equivalent of 2.2 pounds of beef. The value

isn't apparent in the size of the package. When the saving which mass production affords is passed on to the public in the form of the larger package, we can give the public more for its money, and at the same time play up the size."

In every case the sampling covers a full size package which should retail at 25 cents. Small tubes for sampling were not used because it was desired to provide prospects with enough Torex to acquaint them fully with its taste appeal. The company makes known its reason for sending a full size package by attaching a pink slip which states, in part:

We make this generous gift of the full-size tube, to give you a fair chance to try Torex, the new beef product. Few manufacturers would dare to go to such great expense. Generally you receive only a small sample. We are able to do this almost-unheard-of thing because of the already assured success of this remarkable food product. Out of every 100 women who have tried Out of every 100 women who have tried Torex to date, 85 to 90 per cent have become enthusiastic repeat buyers. This alone enables us to give you the fullsize tube.

The response to this method of Shirk observes, Mr. sampling, proves that people are apparently not ungrateful.

"The hundreds of letters which we have received, thanking us for the sample tube in almost every instance," he states, "make some ref-



Account Executive Wanted

Advertising agency, long established, amply financed and with splendid reputation has room in its New York office for another man. Present organization in New York can service several added accounts totaling \$200,000.

Terms for this association can be made most attractive to the man who is now pressed by disproportionate overhead expense and lack of operating capital.

Please write sufficient details to form basis for an interview. Correspondence will be held absolutely confidential.

> Address "W," Box 164, Printers' Ink

I WANT A JOB!

as advertising or sales promotion man or copy and contact man in good agency . . .

12 years copy and contact in agencies. 3 years sales promotion and advertising manager. 34 years old, married, educated West Point and University of Illinois. First time out of job. Earned as high as \$12,000 a year, as low as \$300 a month. No reasonable salary refused if future is attractive. Can edit house organs, evolve sales plans, create campaigns for new business department to sell. Have written automobile, food, shee, technical, institutional, mail order, electric refrigerator, eil burner, auto accessory and many other types of advertising. Address A. J. M., 14671 Forrer Avenue, Detroit, Mich. Will call or send samples.

erence to our 'generosity,' 'liberality' and 'courtesy' in making so large a tube available."

Mr. Shirk answers every inquiry himself. To simplify matters he has prepared seventeen stock paragraphs from which are selected those three or four paragraphs which answer the various needs of an individual answer.

A copy of the inquiry and the reply goes to the broker in the prospect's territory. Many of the inquiries carry money orders and hundreds of dollars in direct sales have been made where it was impossible to arrange for a purchase to be made from a neighborhood grocer. In every letter, to assure the purchaser getting the product, should she not be successful with her local grocer, it is stated that orders can be placed direct with headquarters.

Sales of Torex have increased over 300 per cent for the second year as compared with the first year. At the end of the first year the product occupied second place for distribution in the New York market. More recent surveys indicate that it now has the lead.

Plans are now under way for the addition of a one-pound jar and a 50-cent tube, in addition to a fivepound jar recently packed for bulk users.

The type of follow-up advertising, Mr. Shirk explains, will depend on results from two types of research now being conducted. In one type, calls are being made upon 500 women who sent in coupons. The company wants to ascertain just how these women used it and what quantity they have purchased since receiving the sample.

The second questionnaire is to be filled out by salesmen in visits to 4,000 independent grocers. This questionnaire is designed to ascertain just what distribution Torex has as compared with other bouillon products and how it is moving.

As a result of surveys, the display cartons which first emphasized only the bouillon appeal have been changed to feature the cooking appeal. This ties up directly with the appeal featured in the advertising copy.

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New York Agency Council Elects

FOUR new members were elected to the board of governors at the annual meeting, this week, of the New York Council of the American Association of Advertising Agencies. They are: Carleton L. Spier, Batten, Barton, Durstine & Osborn, Inc.; Winthrop C. Hoyt, Charles W. Hoyt Company; Mark Wiseman, The Blackman Company, and Chester J. LaRoche, of Young & Rubicam, Inc.

These new members, together with the following, complete the membership of the board: James M. Cecil, Cecil, Warwick & Cecil, Inc.; Lloyd W. Baillie, J. Walter, Lloyd W. Baillie, J. Walter, Kenyon & Eckhardt, Inc., secretary-treasurer of the Council; J. L. Anderson, McCann-Erickson, Inc., and A. W. Hobler, of Erwin, Wasey & Company.

At a later meeting of the governors, Mr. Baillie, who had been vice-chairman, was elected chairman of the Council to succeed Mr.

The Council was addressed by Frank Hopkins, vice-president and general manager of the National Outdoor Advertising Bureau, who reviewed the work and services performed by the Bureau which is owned by advertising agencies. He explained how the Bureau, as representative of the agencies, works with Outdoor Advertising, Inc., the new organization representing outdoor plant owners.

An illustrated talk was made by Otis Shepard on the possibilities afforded through the employment of symbolism in expressing the advertiser's ideas in the creation of outdoor advertising.

New Business at Philadelphia

The Camac Associates is a new advertising business formed at Philadelphia by Edwin W. Hart, Curtin MacAice and Fred W. Mergenthaler. Headquarters of the new business, which will be maintained in the Lafayette Building at that city.



Photographic Reproductions up to 8' 4" x 3' 4" in one piece

from practically any kind and size of copy

Unusually Sharp and Clear and Without Distortion

for Window Displays

of enlarged advertisements, signs, drawings, pictures of fashions, furniture and other merchandise.

for Machinery and Equipment Displays

in show rooms, sales offices, at trade expositions, sales conventions, etc.—especially where inconvenient or impracticable to display equipment itself.

for Any Display

where it is desired to attract attention and arouse interest with a large, impressive, yet inexpensive display.

With GIANT PHOTO PRINTS you can tell your story in a BIG way at little cost

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PITTSBURGH-LOS ANGELES

PRINTERS'

A JOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC. Publishers.

OFFICE: 185 MADISON AVERUE, NEW YORK CITY, TELEPHONE: AShland 4-6500, President, J. I. ROMER; Vice-President, Roy DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager. Atlanta Office: 87 Walton Street Geo. M. Kohn, Manager. St. Louis Office: 915 Olive Street. A. D. McKinney, Manager. Pacific Coast: M. C. Mogensen, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor G. A. NICHOLS, Managing Editor ROY DICKINSON, Associate Editor C. B. LARRABEE, ASSOCIATE Editor BERNARD A. GRIMES, News Editor

E. B. Weiss H. W. Marks J. G. Donley

BDITORIAL STAFF Andrew M. Howe Eldridge Peterson Allen Dow Don Masson

Chicago: P. H. Erbes, Jr. London: McDonough Russell

NEW YORK, APRIL 14, 1932

Paid advertising Sins of may have many Publicity sins laid at its door, but it has never done the harm that may be charged against unpaid advertising-publicity. Barnum used both forms to stir in the public breast curiosity and desire to behold his freaks-for "one dime, the tenth part of a dollar."

Some of Barnum's freaks and oddities were genuine, some were imitation; but customers satisfied, for they returned to the big and little tents in droves with each recurring circus season. In his latest book, "Uncle" Bob Sherwood, last of Barnum's clowns, writes: "In all show business the largest returns have resulted from publicity." Probably "Uncle" Bob had both forms in mind, for in the "Thus the next sentence he says, widely advertised 'fakes' which Barnum originated and which have been copied by lesser showmen

made fortunes for all concerned." A definite responsibility attaches to the user of paid advertising, but publicity knows no restraint. Consider the free ballyhooing that made Ivar Kreuger a superman in the eyes of millions of trusting folk. Though he paid with his life, the "take" from American investors is liable to exceed a quarter of a billion dollars.

And Kreuger was just one example.

Time after time men with delusions of grandeur have held the American public spellbound, and for these men the publicity ride into public esteem has been free, gratis, for nothing.

Barnum was only a piker.

We wrote to a Too prominent mem-Busy ber of the House of Representatives in Washington, seeking his views as to the advisability of cutting down on Governmental expenses as a means of helping to balance the budget, about which there is so much talk these days.

His secretary, apparently naive and trustful person, answered our inquiry as follows:

Blank is heartily in favor of a reduction in Governmental expenses but is busy in his district until after April 26 campaigning for renomination and election. You will undoubtedly hear from him at his first opportunity.

Out of natural kindness of heart. we are suppressing the Congressman's name. He, of course, is not engaged in anything disgraceful; he is doing as most Congressmen have done, are doing and perhaps will always do.

But perhaps the young lady might lose her job if her frank statement as to the operations of her boss were printed.

Anyway, why should an example be made in this particular case? The Congressman is too busy to attend to his duties but aren't plenty of others in the same fix?

If he were connected with a business and thus had a chance to demonstrate whether a Congressman gage polit little Why Me "first thing ernm ferre

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th a ce to ressman could eat regularly while engaged in something other than politics, he would probably have a little more time to give to his job. Why, though, go into that?

Meanwhile, we trust that his "first opportunity" to do something about the high cost of Government will not be too long deferred.

Compare Values

Was held before a thousand luncheon guests, members of the New York Electrical Association, in the Hotel Astor ballroom. John E. Otterson, president of Electrical Research Products, Inc., put some old and new phonograph records through their paces. Old-style records barely succeeded in filling the auditorium, while the new electrically recorded disks fairly made the dishes rattle.

We don't know whether Mr. Otterson was out to sell anything; but we think, if he was, he did a good job. He demonstrated relative values. Price comparisons per se have become meaningless. To paraphrase the old jingle about the flea:

Little prices have littler prices to fight 'em, And littler ones still littler ones, ad infinitum.

But the consumer is interested in knowing how today's products stack up in quality against the merchandise of the flood-tide years, 1928 and 1929. A year or so ago one of the motor companies dug out some advertisements of an earlier year showing bygone models and prices. While price comparison was there, the emphasis was on value comparison—a lower price and a vastly improved product.

Macy's is now showing old and new merchandise side-by-side, with comparative prices to show how much more in value today's dollar buys. Its current advertising carries out the same theme in illustrations and copy.

The consumer has lost enough skin in the price-cutting avalanche to make him a bit stand-offish. Perhaps he will take more notice when advertisers talk turkey on new and better values.

The Way to Get Action

Last week the stockholders of E. I. du Pont de

Nemours & Company, Inc., received a letter from Lammot du Pont, president of the company. In it was an aggressive attack on excessive Governmental expenditures, carefully documented with an itemized table showing in what branches of the Government there have been increased expendi-

tures since 1927.

"Your Senators and Congressmen," the letter said, "are in a position to know whether the continuance of this deplorable condition is necessary. The future of industry and employment will be affected by your action. If you feel as I do, make your feeling known immediately to your political representatives directly, through your friends, through your newspapers, your Chamber of Commerce, your trade associations or other groups or individuals in a position to impress Congress."

Mr. du Pont realizes keenly that the customary wailing and teeth-gnashing will get business men nowhere in their efforts to show that a great many thinking men are tired of having their so-called representatives fill up the pork barrels. What is needed is word from back home.

Every large corporation has in its list of stockholders a powerful force for wielding opinion. Why not use it for something besides mailing the annual statement?

Junk the Junk

If low prices were the key to unlock the door

been widely agape for more than two years. Two years of vicious price-cutting, accompanied often by a weakening of quality, have added to the disillusionment of producer, retailer and consumer.

The National Quality Maintenance League, formed recently, has been organized for the purpose of giving manufacturers who still have a pride in quality an opportunity of presenting a united front against price-cutters.

P. A. O'Connell, president of

the National Retail Dry Goods Association, writing to the league's chairman, Julius Forstmann, president of the Forstmann Woolen Company, said, "the good-will of every retail establishment is now in the balance, depending largely upon whether or not the merchant yields to the temptation to meet lower prices with lower quality merchandise."

It is up to manufacturers of quality merchandise to see that the merchant is helped to avoid this temptation. These manufacturers may well adopt as a war cry a suggestion of Richardson Wright, editor, House and Garden. He says that the best way of meeting the condition is to "junk the junk."

"Gimme" It is time for more manufacturers to clamp down on the fake advertising allowance.

The experience of the old firm of B. T. Babbitt, Inc., which made more money last year than in any other of its ninety-seven, was described in last week's issue of this publication.

Refusing to accede to the demands of every chiseller and to the loud cries of every buyer who joined the "gimme" chorus, Babbitt added to its own appropriation and did not yield to price concessions under the guise of advertising allowance.

What started out as a legitimate form of co-operation has degenerated in too many instances to a practice which destroys confidence, when it is so badly needed.

The manufacturer, who makes an allowance without demanding proofs in the form of tear sheets or any other evidence that the allowance is actually used for advertising, is merely quoting special prices to one class of buyer.

All special price concessions, no matter what their name, have a definite tendency to work toward the least intelligent level, a process greatly speeded by the natural tendency of the buyer to play one competitor against the others.

At a time when the manufacturer, more than ever before, needs consumer advertising to move his merchandise, it is foolish for him to undermine his efforts by putting a charge against his appropriation which doesn't belong there.

Now that the Associated Grocery Manufacturers of America and other powerful groups have started what appears to be a concerted drive against free deals, it would seem that the allowance should also come in for action.

Let the advertising appropriation be used for the purchase of advertising, and that alone.

"Hoarding of ad-Advertising vertising is one in the Sock of the most disturbing factors which business today is contributing to its own depression." A banker speaking -Melvin L. Straus, vice-president of the Straus National Bank. He said this in connection with a recent statement by the bank that advertisers among its accounts will be urged not to reduce their appropriations but instead to maintain schedules at the normal level necessary to stimulate buying.

By hoarding advertising, he says, many firms have helped to establish losses for themselves in 1931. They have failed to keep alive public confidence in and desire for their products.

Without detracting in any way from the validity of Mr. Straus's premise, one might venture the assertion that advertising can't be hoarded. You can put a dollar away in a sock or one of those mattresses that were so well advertised in the anti-hoarding campaign, and when you take it out again you still have a dollar. But you can't do that with advertising. Opportunity doesn't keep.

Again Heads On-to-Oregon. Inc.

Otto W. Mielke, general manager of Blake, Moffitt & Towne, has been re-elected president of On-to-Oregon, Inc., community advertising organization with headquarters at Portland. Raymond B. Wilcox is vice-president and John A. Laing is secretary. Directors include the Honorable Julius L. Meier, Governor of Oregon; Donald J. Sterling, Charles F. Berg and E. C. Sammons. The organization has decided upon a program of advertising for another year.

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Newell-Emmett Company

Incorporated

Advertising . Merchandising Counsel

40 EAST 34TH STREET NEW YORK

creative reserves do not figure in our balance sheet, but they do represent a Newell-Emmett asset of value to our clients.

This agency maintains an unusually high ratio of creative workers per account, even in these times. And that is reassuring to the advertiser who seeks unusually thorough service.

"NOT HOW MUCH, BUT HOW WELL"

FACTS and the Architectural Market

Taylor, Rogers and Bliss, Inc., leading merchandising consultants in the building industry have been retained exclusively in the architectural periodical field by American Architect.

The services of this well known organization will be available to present and prospective advertisers.

AMERICAN ARCHITECT

The Most Widely Read Professional Publication

57th Street at 8th Avenue

New York City

VOL (1

Motor House

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Town & The Sp Fortune Cosmop Country The An The In Better ! Vanity Nation' House ! The Spe Arts & Redbool Popular Home & Physica Field & The Ch Forbes America America Motion Pelo .. Movie (

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City

APRIL MAGAZINE	ES	Pages	Lines
		Radio News 18	7,81
VOLUME OF ADVERTISIN	NG IN	Silver Screen 18	7,79
MONTHLY MAGAZINE	8	Magazine of Wall Street (2	
(Exclusive of publishers' of	own	Mar. issues) 18	7,67
advertising)		Modern Living 18	7,65
	Lines	American Rifleman 17	7,413
Pages		Open Road for Boys 16	6,886
Motor Boating115	49,680	Picture Play 16	6.864
House & Garden 66	41,711	The Scholastic (2 Mar. is.) 16	6,728
Town & Country (2 is.) 61	41,020	Real Detective 16	6,721
The Spur (2 issues) 58	38,985	Screen Romances 14	6,139
Fortune	35,471	Nature Magazine 14	5,80
Cosmopolitan 80	34,428	Screenland 13	5,625
Country Life 47	31,425	Film Fun 13	5,477
The American Magazine 67	28,606	Model Airplane News and	.,
The Instructor Magazine 35	24,140	Junior Mechanics 12	5,051
Better Homes & Gardens 53	23,965	Elks Magazine 11	4,834
Vanity Fair 37	23,327	Psychology	4,776
Nation's Business 52	22,180	St. Nicholas 11	4,760
House Beautiful 35	22,113	Golden Book 20	4,464
The Sportsman 33	20,813	Rotarian 10	4,387
Arts & Decoration 29	19,236	Outlook 10	4,265
Redbook 43	18,468	True Detective Mysteries 9	4,025
Popular Mechanics82	18,368		
Home & Field 28	17.842	American Mercury 17	3,880
Physical Culture 41	17,691	Street & Smith's Big Seven	2 480
Field & Stream 40	17,303	Group 16	3,472
The Chicagoan (Mar.) 24	16,324	Young Men 8	3,443
Forbes (2 Mar. issues) 37	16,096	American Forests 8	3,290
American Golfer 25	15,821	Munsey Combination 14	3,136
American Home 24	15,383	Current History 14	3,033
Motion Picture 35	15,096	Scientific American 7	2,883
Polo 22	14,448	Asia 6	2,752
Movie Classic 33	14,110	Newsstand Group 11	2,382
American Boy 20	13,359	The Lion 5	2,066
National Sportsman 31	13,190	Street & Smith Combination 9	2,016
Popular Science Monthly 31	13,086	Blue Book 3	1,344
Outdoor Life 30	13,080		
Christian Herald 19	12,857	WOMEN'S MAGAZINES	
Harpers Magazine 57	12,824	WOMEN S MAGAZINES	
Boys' Life 19	12,738	Pages	Lines
Extension Magazine 17	11,670	Vogue (2 issues)133	83,800
Hunting & Fishing 27	11,666	Harper's Bazaar 96	64,552
The Grade Teacher 26	11,439	Good Housekeeping143	61,534
Management Methods 25	10,868	Ladies' Home Journal 89	60,744
Atlantic Monthly 48	10,777	Woman's Home Companion 80	54,230
Sunset	10,429	McCall's 79	53,948
Scribner's	10,268	Delineator 47	32,050
Travel 16 .	9,954	True Story	30,433
American Legion Monthly 23	9,897	Pictorial Review 40	26,903
College Humor 22	9,642	Photoplay 45	19,145
Game & Gossip	9,445	Tower Magazines 40	17,139
		Farmer's Wife 22	
World's Work 22	9,227		15,182
Country Club Magazine 15	9,206	Holland's	14,828
True Confessions 20	8,671	The Parents' Magazine 33	14,129
Review of Reviews 20	8,636	Household Magazine 19	13,220
Forum 20	8,518	Junior League Magazine 29	11,983
True Experiences 19	8,244	True Romances 25	10,763
Dream World 19	8,188	Woman's World 15	10,357
Life 19	7,962	American Girl 16	6,699
Sercen Book 18	7,847	Child Life 13	5,456

Pages	Lines	Pages	Lines
Needlecraft 6	4,174	American Weekly 9	16,667
Messenger of Sacred Heart 13	2,856	New Yorker 37	15,977
Junior Home Magazine 6	2,500	Time 37	15,773
John Martin's Book 5	2.042	Literary Digest 27	12,400
,	-,	Business Week 18	7,722
CANADIAN MAGAZINE	g	Liberty 17	7,395
(March Issues)		Judge 6	
		Churchman 4	2,488
Pages	Lines	New Republic 4	1,885
Maclean's (2 issues) 58	40,902		1,632
Canadian Home Journal 42	29,457	The Nation 4	1,500
Mayfair 46	28,955		
Can. Homes & Gardens 37	23,405	March 29-31 Pages	Lines
The Chatelaine 33	23,223	Business Week 16	6,807
Western Home Monthly 33	23,041	The Nation 3	1,250
The Canadian Magazine 19	13,380	New Republic 1	508
			-
MARCH WEEKLIES		Totals for March Pages	Lines
March 2-7 Pages	Lines		188,047
Saturday Evening Post 73	49,543	American Weekly 42	80,149
American Weekly 11	21,524	Collier's109	73,978
Collier's 31	21,190	New Yorker173	73,963
Time 44	18,837	Time	65,593
New Yorker 44	18,749	Literary Digest 88	40,672
Business Week 19	8,294	Business Week 80	
Literary Digest 18	8,283		34,491
Liberty 19	7,981	Liberty	33,272
Judge 7	2,835	Judge 28	11,691
Churchman 5	1,900	Churchman 20	8,358
The Nation 4	1,400	The Nation 20	7,650
New Republic 3	1,088	New Republic 12	5,113
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March 8-14 Pages	Lines	RECAPITULATION OF ADV	ERTIS-
March 8-14 Pages Saturday Evening Post., 67	Lines 45,845	RECAPITULATION OF ADVI	ERTIS-
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Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9	45,845 18,570 16,998	ING IN MONTHLY CLAS	SSI-
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36	45,845 18,570 16,998 16,374 15,358	ING IN MONTHLY CLAS	Lines 83,800
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24	45,845 18,570 16,998 16,374 15,358 11,119	ING IN MONTHLY CLAS FICATIONS Pages 1. Vogue (2 issues)	Lines 83,800 64,552
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18	45,845 18,570 16,998 16,374 15,358 11,119 7,886	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues)	Lines 83,800 64,552 61,534
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues)133 2. Harper's Bazaar96 3. Good Housekeeping143 4. Ladies' Home Journal89	Lines 83,800 64,552 61,534 60,744
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742	ING IN MONTHLY CLAS FICATIONS Pages 1. Vogue (2 issues)	Lines 83,800 64,552 61,534 60,744 54,230
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Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115	Lines 83,800 64,552 61,534 60,744 54,230 53,948 49,689
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Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58	Lines 83,800 64,552 61,534 60,744 54,230 53,948 41,711 41,020 40,902
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Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3 March 16-21 Pages Saturday Evening Post 63 American Weekly 13 New Yorker 52 Time 36 Collier's 22 Liberty 23 Literary Digest 19 Business Week 15	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305 Lines 42,877 25,584 22,239 15,625 14,731 10,010 8,870 6,449	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58 11. The Spur (2 issues) 58 12. Fortune 56 13. Cosmopolitan 80 14. Delineator 47 15. Country Life 47 16. True Story 71 17. Can. Ho. Jour. (Mar.) 42 18. Mayfair (Mar.) 46	Lines 83,800 64,552 61,534 60,744 54,230 53,948 49,680 41,711 41,020 40,902 38,985 35,471 34,428 32,050 31,425 30,433 22,9457 28,955
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Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3 March 15-21 Pages Saturday Evening Post 63 American Weekly 13 New Yorker 52 Time 36 Collier's 22 Liberty 23 Literary Digest 19 Business Week 15 Judge 6 Churchman 5	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305 Lines 42,877 25,584 22,239 15,625 14,731 10,010 8,870 6,449 2,626 2,159	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58 11. The Spur (2 issues) 58 12. Fortune 56 13. Cosmopolitan 80 14. Delineator 47 15. Country Life 47 16. True Story 71 17. Can. Ho. Jour. (Mar.) 42 18. Mayfair (Mar.) 46	Lines 83,800 64,552 61,534 60,744 54,230 53,948 49,680 41,711 41,020 40,902 38,985 35,471 34,428 32,050 31,425 30,433 22,9457 28,955
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Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3 March 15-21 Pages Saturday Evening Post 63 American Weekly 13 New Yorker 52 Time 36 Collier's 22 Liberty 23 Literary Digest 19 Business Week 15 Judge 6 Churchman 5	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305 Lines 42,877 25,584 22,239 15,625 14,731 10,010 8,870 6,449 2,626 2,159	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58 11. The Spur (2 issues) 58 12. Fortune 56 13. Cosmopolitan 80 14. Delineator 47 15. Country Life 47 16. True Story 71 17. Can. Ho. Jour. (Mar.) 42 18. Mayfair (Mar.) 46 19. The American Magazine 67 20. Pictorial Review 40 21. The Instructor Magazine 35	Lines 83,800 64,552 61,534 60,744 54,230 55,3,948 49,680 41,711 41,020 38,985 35,471 34,428 32,050 31,425 30,437 28,955 28,066 26,903 24,140
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3 March 18-21 Pages Saturday Evening Post. 63 American Weekly 13 New Yorker 52 Time 36 Collier's 22 Liberty 23 Literary Digest 19 Business Week 15 Judge 6 Churchman 5 The Nation 5 New Republic 1	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305 Lines 42,877 25,584 22,239 15,625 14,731 10,010 8,870 6,449 2,626 2,159 1,850 580	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58 11. The Spur (2 issues) 58 12. Fortune 56 13. Cosmopolitan 80 14. Delineator 47 15. Country Life 47 16. True Story 71 17. Can. Ho. Jour. (Mar.) 42 18. Mayfair (Mar.) 46 19. The American Magazine 67 20. Pictorial Review 40 21. The Instructor Magazine 35 22. Better Homes & Gardens 53	Lines 83,800 64,552 61,534 60,744 54,230 53,948 41,211 41,020 40,902 38,985 32,953 31,425 30,433 29,457 28,955 28,606 26,903 24,140 23,965
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3 March 16-21 Pages Saturday Evening Post 63 American Weekly 13 New Yorker 52 Time 36 Collier's 22 Liberty 23 Literary Digest 19 Business Week 15 Judge 6 Churchman 5 The Nation 5 New Republic 1 March 22-28 Pages	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305 Lines 42,877 25,584 22,239 15,625 14,731 10,010 8,870 6,449 2,626 2,159 1,850 580 Lines	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58 11. The Spur (2 issues) 58 11. The Spur (2 issues) 58 12. Fortune 56 13. Cosmopolitan 80 14. Delineator 47 15. Country Life 47 16. True Story 71 17. Can. Ho. Jour. (Mar.) 42 18. Mayfair (Mar.) 46 19. The American Magazine 67 20. Pictorial Review 40 21. The Instructor Magazine 35 22. Better Homes & Gardens 53 23. Can. Ho. & Gar. (Mar.) 37	Lines 83.800 64,552 61,534 60,744 54,230 53,948 49,689 41,711 41,020 40,902 38,985 32,050 31,425 31,425 28,506 26,903 24,140 22,3,965 23,965 23,965
Saturday Evening Post. 67 Collier's 27 New Yorker 40 American Weekly 9 Time 36 Literary Digest 24 Liberty 18 Business Week 12 Judge 9 Churchman 6 The Nation 4 New Republic 3 March 18-21 Pages Saturday Evening Post. 63 American Weekly 13 New Yorker 52 Time 36 Collier's 22 Liberty 23 Literary Digest 19 Business Week 15 Judge 6 Churchman 5 The Nation 5 New Republic 1	45,845 18,570 16,998 16,374 15,358 11,119 7,886 5,219 3,742 2,414 1,650 1,305 Lines 42,877 25,584 22,239 15,625 14,731 10,010 8,870 6,449 2,626 2,159 1,850 580	ING IN MONTHLY CLAS FIGATIONS Pages 1. Vogue (2 issues) 133 2. Harper's Bazaar 96 3. Good Housekeeping 143 4. Ladies' Home Journal 89 5. Woman's Home Comp 80 6. McCall's 79 7. Motor Boating 115 8. House & Garden 66 9. Town & Country (2 is.) 61 10. Maclean's (2 Mar. is.) 58 11. The Spur (2 issues) 58 12. Fortune 56 13. Cosmopolitan 80 14. Delineator 47 15. Country Life 47 16. True Story 71 17. Can. Ho. Jour. (Mar.) 42 18. Mayfair (Mar.) 46 19. The American Magazine 67 20. Pictorial Review 40 21. The Instructor Magazine 35 22. Better Homes & Gardens 53	Lines 83,800 64,552 61,534 60,744 54,230 53,948 41,211 41,020 40,902 38,985 32,953 31,425 30,433 29,457 28,955 28,606 26,903 24,140 23,965

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FOUR-YEAR RECORD OF APRIL ADVERTISING

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FOUR-YEAR RECO	ORD O	F APRI	L ADVI	5K1121V	(G
	1932	1931	1930	1929	Total
	Lines	Lines	Lines	Lines	Lines
Town & Country (2 issues)	41,020	86,827	119,459	127,996	375,302
House & Garden	41,711	68,537	105,497	130,408	346,153
Country Life	31.425	69,120	98,073	118,372	316,990
Maclean's (2 Mar. issues) Arts & Decoration Vanity Fair	40,902	54,131	58,931	51,712 69,720	205,676
Arts & Decoration	19,236	41,412 45,587	65,268	69,720	195,636
Vanity Fair	23,327			72,417	193,603
House Beautiful	66.113	37,016	57,395	73,618	190,142
Nation's Business	22,180	39,356 32,916	63,039	56,181 72,545 45,846	180,756
American Home	15,383	32,916	58,446 46,371	72,545	179,290 165,703
Cosmopolitan	34,428	39,058	46,371	43,840	165,703
The American Magazine Better Homes & Gardens Forbes (2 Mar. issues)	28,606 23,965	35,076	44,504 37,432	47,030 36,434	155,216
Better riomes & Gardens	*16,096	30,566	*38 994	49 001	128,397
Popular Mechanics	18 368	*22,306 24,248 22,847	*38,994 32,032 27,027	49,001 37,408 28,376	126,397 112,056 95,553
Field & Stream	18,368 17,303	22.847	27,027	28,376	95.553
Field & Stream Popular Science Monthly World's Work	13,086	21,639	26,358	32,985	94,068
World's Work	9,227	14.579	28.886	41,171	93,863
Review of Reviews	8,636	16,378	27,488	35,729	88,231
Review of Reviews	13,359	16,378 22,095 17,476	27,488 23,460	35,729 25,118	84,032
Redbook	18,468	17,476	18,699	28,467	83,110
Harners Magazine	12,824	16,856	23.212	25,928	78,820
Christian Herald Physical Culture	12,857	17,654	\$21,582	\$24,961	77,054
Physical Culture	17,691	18,348	16,918	23,384	76,341
Life	7,962 13,080	\$15,549 16,594	\$22,033 19,901	128,739	74,283 68,840
Life Outdoor Life Boys' Life	13,080	16,594	19,901	23,384 \$28,739 19,265 21,130	68,840
Boys' Life	12,738	18,416	16,017	21,130	68,301
Motion Picture	15,096 10,777	15,320 13,635	16,474 18,569	19,807 22,821	66,697
Atlantic Monthly	13 100	15,033	19,278	17 607	65,802 65,153
National Sportsman	13,190 8,518	15,078 13,830	19,096	17,607 21,051	62,495
Forum True Detective Mysteries	4,025	12,206	16,737	16,764	49,732
Suiset	10,429	12,761	12,142	12,133	47,465
Scribner's	†10.268	8,985	13,329	14.770	47 352
Scribner's Extension Magazine	11,670	13,376	6.383	7,224	38,653 37,096 35,722
Outlook	4,265	13,376 \$8,981	6,383 \$12.240	7,224 \$11,610 9,761	37.096
Outlook Open Road for Boys	6,886	8,656	10,419	9,761	35,722
Serrenland	5,625	8.502	7,583	10,977	32.687
American Mercury Scientific American	3,880	5,977 *5,751	7,583 7,455	11,744	29,056
Salantific American	*2,883	95 751		10.000	24 642
Scientific Zimerican	6,000	3,731	8,109	10,899	27,092
St. Nicholas	4,766	6,484	4.505	10,899 3,647	27,642 19,402
St. Nicholas Munsey Combination	4,766 3,136	6,484 3,248		3,647 6,496	19,402 17,864
Munsey Combination	4,766 3,136	3,248	4,505 4,984	3,647 6,496	19,402 17,864
Munsey Combination	4,766 3,136	3,248	4,505 4,984	3,647 6,496	19,402 17,864
St. Nicholas Munsey Combination Totals *Smaller Page Size, ‡Four April	4,766 3,136 651,405 Issues.	997,377 †Larger P	4,505 4,984 1,326,597 age Size.	3,647 6,496	19,402 17,864
St. Nicholas Munsey Combination Totals *Smaller Page Size, ‡Four April	4,766 3,136 651,405 Issues.	3,248	4,505 4,984 1,326,597 age Size.	3,647 6,496	19,402 17,864
St. Nicholas Munsey Combination Totals *Smaller Page Size, ‡Four April WO!	4,766 3,136 651,405 Issues. MEN'S	997,377 †Larger P	4,505 4,984 1,326,597 Page Size. I	3,647 6,496 1.521,252 Five April	19,402 17,864 4,496,631 Issues.
St. Nicholas Munsey Combination Totals *Smaller Page Size, ‡Four April WO!	4,766 3,136 651,405 Issues. MEN'S	997,377 †Larger P MAGAZIN 99,307	4,505 4,984 1,326,597 Page Size. I	3,647 6,496 1.521,252 Five April	19,402 17,864 4,496,631 Issues. 472,433
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar	4,766 3,136 651,405 Issues. MEN'S	997,377 †Larger P MAGAZIN 99,307 83,891	4,505 4,984 1,326,597 Page Size. I IES 126,976 102,517 98,642	3,647 6,496 1.521,252 Five April 162,350 108,331	19,402 17,864 4,496,631 Issues. 472,433 359,291
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping	4,766 3,136 651,405 Issues. MEN'S 1 83,800 64,552 60,744 61,534	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584	4,505 4,984 1,326,597 age Size. I IES 126,976 102,517 98,642 89,843	3,647 6,496 1.521,252 Five April 162,350 108,331 96,886 90,462	19,402 17,864 4,496,631 Issues. 472,433
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion	4,766 3,136 651,405 Issues. MEN'S 83,800 64,552 60,744 61,534	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584	4,505 4,984 1,326,597 age Size. 1 (ES 126,976 102,517 98,642 89,843 79,287	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 68,800	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's	4,766 3,136 651,405 Issues. MEN'S 83,800 64,552 60,744 61,534	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584	4,505 4,984 1,326,597 Page Size. 1 ES 126,976 102,517 98,642 89,843 79,287 64,644	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator	4,766 3,136 651,405 Issues. MEN'S 83,800 64,552 60,744 61,534	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584	4,505 4,984 1,326,597 age Size. I IES 126,976 102,517 98,642 89,843 79,287 64,644 50,387	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792 170,903
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review	4,766 3,136 651,405 Issues. MEN'S 83,800 64,552 60,744 61,534	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584	4,505 4,984 1,326,597 age Size. I IES 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792 170,903
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	4,766 3,136 651,405 Issues. MEN'S 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 46,784 44,194 37,248	4,505 4,984 1,326,597 age Size. § (ES 126,976 102,517 98,642 ,89,843 79,287 64,644 50,387 50,946 38,692	3,647 6,496 1.521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 221,1340 224,792 170,903 170,762 140,729
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	4,766 3,136 651,405 Issues. MEN'S 3 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 46,784 44,194 37,248 25,131	4,505 4,984 1,326,597 age Size. I IES 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003	1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792 170,762 140,729 95,290
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	4,766 3,136 651,405 Issues. MEN'S 3 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 46,784 44,194 37,248 25,131	4,505 4,984 1,326,597 age Size. § ES 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003 19,632	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011 22,119	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792 170,903 170,762 140,729 95,290 91,275
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	4,766 3,136 651,405 Issues. MEN'S 3 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 46,784 44,194 37,248 25,131	4,505 4,984 1,326,597 age Size. § ES 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003 19,632	1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011 22,119 17,389	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 221,7340 224,792 170,762 140,729 95,290 91,275 66,536
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	4,766 3,136 651,405 Issues. MEN'S 3 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 46,784 44,194 37,248 25,131	4,505 4,984 1,326,597 age Size. 1 (ES 126,976 102,517 98,642 ,89,843 79,287 64,644 50,387 64,644 38,692 25,003 19,632 17,294	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011 22,119 17,389 14,273	19,402 17,864 4,496,631 Issues. 472,433 339,291 339,846 313,423 271,340 224,792 170,903 170,762 140,729 95,290 91,275 66,536 62,795
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story	4,766 3,136 651,405 Issues. MEN'S 3 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433	0,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 46,784 44,194 37,248 25,131 26,301 17,724 *18,202	4,505 4,984 1,326,597 age Size. IES 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003 19,632 17,294	3,647 6,496 1.521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011 22,119 17,389 14,273 16,991	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792 170,762 140,729 95,290 91,275 66,536 62,795 59,665
St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story Photoplay The Chatelaine (Mar.) The Parents' Magazine Household Magazine Woman's World True Romances	4,766 3,136 651,405 Issues. MEN'S 0 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433 19,145 23,223 14,129 **13,220 10,357 10,763	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 44,194 37,248 25,131 17,724 *18,202 14,242 14,242	4,505 4,984 1,326,597 age Size. I 126,976 102,517 98,642 79,287 64,644 50,387 50,946 38,692 25,003 17,294 17,100 18,075 15,284	3,647 6,496 1.521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011 22,119 17,389 14,273 16,991	19,402 17,864 4,496,631 1ssues. 472,433 359,291 339,846 313,423 221,1340 224,792 170,903 170,762 140,729 95,290 66,536 62,795 59,665 57,981
St. Nicholas Munsey Combination Totals *Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story True Story The Chatelaine (Mar.) The Parents' Magazine Household Magazine Woman's World True Romances American Girl	4,766 3,136 5 15sues. MEN'S 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433 19,145 23,223 14,129 *13,220 10,357 10,763 6,699	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 44,194 37,248 25,131 26,301 17,724 *18,202 14,242 14,260 8,487	4,505 4,984 1,326,597 age Size. 1 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003 11,632 17,234 17,100 18,075 15,284	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 90,462 48,719 34,356 26,011 22,119 22,119 17,389 14,673 16,991 17,789	19,402 17,864 4,496,631 1ssues. 472,433 359,291 339,846 313,423 221,1340 224,792 170,903 170,762 140,729 95,290 66,536 62,795 59,665 57,981
St. Nicholas Munsey Combination Totals *Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story Photoplay The Chatelaine (Mar.) The Parents' Magazine Household Magazine Woman's World True Romances American Girl Needlecraft	4,766 3,136 61,140 1 Issues. MEN'S 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433 19,145 23,223 14,129 13,220 10,357 10,769 4,174	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,851 47,184 469,023 54,608 46,744 11,244 12,243 126,301 17,724 114,242 14,260 8,487 5,636	4,505 4,984 1,326,597 age Size. ¶ 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003 19,632 17,294 17,100 18,075 15,284 9,035	3,647 6,496 1.521,252 Five April 162,350 108,331 96,886 90,462 68,800 51,592 41,682 48,719 34,356 26,011 22,119 17,389 14,273 16,991	19,402 17,864 4,496,631 Issues. 472,433 359,291 339,846 313,423 271,340 224,792 170,762 140,729 95,290 91,275 66,536 62,795 59,665
St. Nicholas Munsey Combination Totals *Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story The Chatelaine (Mar.) The Parents' Magazine Household Magazine Household Magazine Woman's World True Romances American Girl Needlecraft	4,766 3,136 61,140 1 Issues. MEN'S 83,800 64,552 60,744 61,534 54,230 53,948 32,050 26,903 30,433 19,145 23,223 14,129 13,220 10,357 10,769 4,174	997,377 †Larger P MAGAZIN 99,307 83,891 83,574 71,584 69,023 54,608 44,194 37,248 25,131 26,301 17,724 *18,202 14,242 14,260 8,487	4,505 4,984 1,326,597 age Size. ¶ 126,976 102,517 98,642 89,843 79,287 64,644 50,387 50,946 38,692 25,003 19,632 17,294 17,100 18,075 15,284 9,035	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 99,462 68,890 51,592 41,682 48,719 34,356 25,011 22,119 17,389 14,273 16,991 17,789 17,751 8,954	19,402 17,864 4,496,631 1ssues. 472,433 359,291 339,846 313,423 221,1340 224,792 170,903 170,762 140,729 95,290 66,536 62,795 59,665 57,981
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St. Nicholas Munsey Combination Totals "Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies' Home Journal Good Housekeeping Woman's Home Companion McCall's Delineator Pictorial Review True Story The Story The Chatelaine (Mar.) The Parents' Magazine Household Magazine Household Magazine Woman's World True Romances American Girl Medlecraft Totals "Smaller Page Size. WEEKI	4,766 3,136 651,405 Issues. MEN'S 83,800 64,552 60,744 61,534 53,948 33,948 33,948 33,948 33,233 19,145 23,223 14,129 10,357 10,763 6,699 4,174	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,851 47,184 469,023 54,608 46,744 11,244 12,243 126,301 17,724 114,242 14,260 8,487 5,636	4,505 4,984 1,326,597 age Size. 1 126,976 102,517 98,642 79,287 64,644 50,387 50,946 38,692 25,003 19,632 17,294 17,100 18,075 15,284 9,035 832,611	3,647 6,496 1,521,252 Five April 162,350 108,331 96,886 99,462 68,890 51,592 41,682 48,719 34,356 25,011 22,119 17,389 14,273 16,991 17,789 17,751 8,954	19,402 17,864 4,496,631 1ssues. 472,433 359,291 339,846 311,423 271,340 312,792 170,903 170,762 140,729 95,290 91,275 66,536 62,795 59,665 57,981 32,191 27,799
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St. Nicholas Munsey Combination Totals *Smaller Page Size. ‡Four April WO! Vogue (2 issues) Harper's Bazaar Ladies Home Journal Good Housekeeping Woman's Home Companion Met all's Delineator Pictorial Review True Story Photoplay The Chatelaine (Mar.) The Parents' Magazine Household Magazine Woman's World True Romances American Girl Needlecraft Totals *Smaller Page Size. WEEKI Saturday Evening Post New Yorker American Weekly Collier's Time Literary Digest Liberty	4,766 3,136 651,405 Issues. MEN'S 38,800 64,552 60,744 54,230 53,948 32,050 23,948 32,050 24,174 10,357 10,763 6,699 4,174 188,047 73,968 80,149 73,978 65,593 40,672 33,272	6,484 3,248 997,377 †Larger P MAGAZIN 99,307 83,891 83,574 69,023 54,608 46,784 44,194 37,248 25,131 17,724 18,202 14,242 14,260 8,487 7,5636 720,196 March Iss 249,788 94,085 107,385 107,385 107,385	4,505 4,984 1,326,597 age Size. 1 126,976 102,517 98,643 79,287 64,644 50,387 50,946 38,692 25,003 19,632 17,294 17,100 18,075 15,284 9,035 832,611 sues) 2392,354 2113,398 2110,633 2110,633	3,647 6,496 1.521,252 Five April 162,350 108,331 96,862 68,800 51,592 41,682 48,719 34,356 26,011 122,119 17,674 7,751 8,954 834,340	19,402 17,864 4,496,631 1ssues. 472,433 339,291 339,846 313,423 271,340 224,792 170,903 170,762 140,729 95,290 91,275 66,536 62,795 59,665 57,981 32,191 27,799 2,957,051
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The Little Schoolmaster's Classroom

THE handsome Ziegfeldian Zouave of '64, whose picture is reproduced below belongs to that gay gallery of advertising characters who came into being when



package design was package design and not a science or, to be sure, even much of an art.

Robert Barton, a collector of labels from tobacco caddies, in an article, "Plug Tobacco and Fine Art," printed originally in Tobacco and recently brought out by The William Bradford Press as one of the Collector's Monograph Series, has made a careful study of the labels that were considered the last word in design in the days immediately after the Civil War. In his monograph are reproduced many elaborate labels that show what our ancestors liked.

There is, for instance, the label for "Happy Dream" tobacco, show-

ing a bachelor dreaming of fair ladies who are rather chastely clothed considering the mise en scène. Perhaps the bachelor of the '70's was a bit more moral than the bachelor of the present day. There are other ladies who flit sedately across the package scene, although in their day they probably were considered a bit roguish to say nothing of raffish. These labels indicate that, long before the day of Gallup reports, sex—even in its Victorian manifestations—was a basic appeal.

National glory, however, seems to have had just as great an appeal, particularly for the honest British tar who was a heavy consumer of American plug. Battle of Insandlwhana is celebrated in an exciting design showing the brave death of two British officers. Nelson and H. M. S. Victory are featured in another label and in still another Queen Victoria herself appears, shown in a throne room that was obviously painted by the same man who did the backdrops for the West Street Opry House.

These old labels viewed through sophisticated eyes may seem a trifle naïve and, for the most part, rather badly drawn. However, compared to other designs for packages of the same period they have a punch and appeal that must have made them seem the products of exceptionally skilful advertising brains.

George W. Power, The Purse Company, Chattanooga, Tenn., believes that there is a pretty general misunderstanding of the term "sales portfolio." In order to clear up this misunderstanding he suggests these classifications:

1. Sales portfolio designed for salesmen's use. Portfolio written to educate the salesman; not to be shown to buyers or prospects. This is what is usually termed a "sales manual."

2. Sales portfolio displaying the company's advertising—or "advertising portfolio."

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What Do You Know About the Summer Radio and Buying Audience?

- Do You Know the Percentage of People Vacationing?
- The Number of Listeners in the Summer Compared to other Seasons?
- The Audience Load Over Weekends?
- The Percentage of Salary Groups Taking Vacations?
- These and Many Other Important Subjects Are Covered in

"AN ANALYSIS OF THE SUMMER RADIO AUDIENCE IN THE PHILADELPHIA BUYING AREA"

This 48 page Report will be sent to Agency Executives and Advertisers

FREE

Contained in this extensive and authentic survey is market information of value to those interested in merchandising as well as in radio broadcasting.

IF YOU DO NOT HAVE A COPY OF THIS IMPORTANT SURVEY, WRITE TO

WCAU

Survey Made by H. S. HETTINGER, A. M. and R. R. MEAD, Merch. Dept. Wharton School of Fin. & Com. Univ. of Penna.

Sales Executive

Midwest manufacturer has opportunity for a sales manager experienced in organizing and managing national sales of business machines or equipment or allied lines. A man experienced as assistant or important divisional manager of a large national company will be considered. Explain fully in first letter your experience, training, physical characteristics, earnings for last three years and when available. All replies in strictest confidence and none considered unless complete. Include post-card or other photo.

Address "O." Box 160, Printers' Ink

Office Space: What better spot for your Advertising Headquarters than in the building that is the home of Printers' Ink, 185 Madison Ave., N. Y. C., corner of 34th Street. Large and small units at prices that even a hard-headed advertising executive will concede to be most reasonable.

Managing Agent MALCOLM E. SMITH, INC. On Premises Tel. AShland 4-6360

Depression + Stimulation = Normalcy

The plus factor (sales stimulation) is found and named in "POWERS THAT MOVE MEN TO ACTION." Results under test: 150% increase in gross returns . . . 208% increase in net

profits.

Mailed Without Charge on Letter-Head Request ROBERT RUXTON 10 High Street Boston, Mass.

Here Is a Gentleman

who knows textile advertising from the who knows textile advertising from the yarn to the finished garment. He can pick up the loose threads and weave them into a vivid pattern of compelling facts, that will chase the product from the factory into the hands of the ultimate consumer. Will go anywhere for a good company. Address "U," Box 162, Printers' Ink.

3. Sales portfolio explaining and illustrating a complete sales story; designed to show the customer and prospect why they should buy a product.

The Schoolmaster, incidentally, dislikes the word, "portfolio." It has a grandiose and antique flavor that is quite foreign to the sound use to which so many portfolios are put. Have any members of the Class used other words that are more in the spirit of the day and more descriptive?

One of the unusual dealer helps offered its dealers by the Apex-Rotarex Corporation is a jig saw. cut-out puzzle. On one side is a picture of Apex Model 30 Washing Machine and on the other a cartoon and some postery selling copy. Below is space for the dealer's imprint.

The puzzle is made of heavy cardboard and is cut simply enough so that even a very young child will be able to put the pieces together. It is given to the consumer in an envelope on which is printed the legend, "Apex will solve your household problems."

The Schoolmaster attended a stockholders' meeting last week. Instead of signing his proxy appointing George Washington Hill, Charles S. Neiley and Richard J. Boylan as his representatives, he went in person to the annual meeting of the American Tobacco Company. He will have to confess that one reason that he went was in the hopes that there might be a fight over the payment of a bonus of \$850,000 last year to Mr. Hill.

The fight did not materialize but the Schoolmaster felt repaid for his trip to Jersey City when one of the stockholders arose and addressed the chairman, Paul M. Hahn, as follows: "I would like to have you account for the results

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J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

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GINA GARY ONTON TORIA COUVER of the Lucky Strike advertising. I hear considerable adverse criticism, especially of Walter Winchell. Does an expensive broadcast such as the Lucky Strike radio program nav?"

Mr. Hahn was ready for this question. He said he had anticipated it and, consequently, had brought with him a copy of a survey that had been made. Here is what he told the assembled stockholders, about forty in number:

"Most of us live in a sophisticated section of the country. Lucky Strike advertising, on the other hand, must appeal to the millions. Your friends and my friends may not like it but we know that the millions do.

"Every week we make a survey of some six cities. This is done by making about 500 telephone calls. During the Lucky Strike broadcast names are picked from the directory at random and these questions are asked: Are you listening to your radio? If so, what are you listening to? If the answer is the

Lucky Strike program, the listener

is asked how he likes the program,

"We have found that not only is our program successful, but it is one of the most popular on the air. An average of 60 per cent of those listening to the radio during the time that the Lucky Strike program is on, are tuned in on Walter Winchell.

"We know that the country as a whole likes it."

The Schoolmaster was impressed at the American Tobacco meeting by the willingness of the chairman, not only to answer all questions frankly but to back up his statements with figures. The stockholders, however, didn't seem to be very curious about the affairs of their company. Only a few of them asked any questions.

Joins Sterling Agency

J. C. Goldstein, formerly with the Chatham Advertising Agency, New York, has joined the Sterling Advertising Agency, of that city, as an account executive. For the last fifteen years he has been sales and advertising manager of Milgrim, New York.

Advertising and Sales Promotion Man Wanted

The Advertising Department of a large organization selling fine writing and printing papers has an opening for a young man qualified to write copy, bandle inquiries and supervise details of production and office procedure.

A working knowledge of printing practices and methods is necessary. Knowledge of paper would be an added asset, but the primary and indispensable requirements are skill and facility in writing—the ability to grasp sales problems and possibilities quickly, and to produce a variety of iorceful and readable letters and bulletins to dealers, salesmen, printers and advertisers.

The salary is \$3600. For this amount we do not expect or need a seasoned advertising man, but we do expect the successful applicant to come to us equipped with the ability to express himself clearly and fluently, without requiring close supervision and criticism.

When writing, please enclose samples of your work, stating whether you wish them returned, and give full details as to age, Nationality and experience, including previous earnings.

Address "V," Box 163, care of Printers' Ink

WANTED

Visualizer and Idea Man for Outdoor Advertising

One who can take another's idea and interpret it in a powerful, convincing visual, which tells the story, to the practiced eye, almost as well as a practiced finished cticed eye, ished design.

The man we want, also has real ideas of his own, fertile imagination,

ideas of his own, fettile imagination, and sufficient practical experience in Poster Art to give him the instinctive freeling." Of outstanding Outdoor copy. We are looking for an ambitious man, youthful in spirit, willing to take a present chance for a bright future. Salary—low to start, but concenial associates and a great opportunity. These do not answer unless you have of the above qualifications.
Address "X," Box 165, Printers' Ink.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25. postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

THEY SELL AND PAINT GLASS

The modern lumber and building material dealer is also an aggressive paint and glass merchandiser. Being recognized as the Building Material Authority in his community, the dealer's recommendation carries weight with cooperation by advertising in the paper have been considered by the cooperation of the paper with the LARGEST DEALER CIRCULATION in the building industry. It is the building industry.

SUPPLY NEWS

AND BUILDING MATERIAL MERCHANT CHICAGO Sixteenth Year

frank a. EBOLI studio STATEMENT OF THE OWNER. SHIP, MANAGEMENT, CIRCULA-TION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1932.

STATE OF NEW YORK, COUNTY OF NEW YORK, 58:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of PRINTERS' INK. and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication: for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, G. A. Nichols, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' lak Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; Estate of R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgages and other security holders owning or holding I per cent or more of total amount of bonds. mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders. and security holders, if any, contain not only list of stockholders and security holders as they appear upon the books of the company. but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person. association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

John Irving Romer. Editor. Sworn to and subscribed before me this 31st day of March, 1932.

Eugenia Peers Hiscano Notary Public, City of New York (My commission expires March 30, 1933.)

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Classified Advertisements

BUSINESS OPPORTUNITIES

PUBLISHERS' REPRESENTATIVE WANTED by established monthly in paint field, located in Newark. Entire Eastern territory offered. Box 983, Eastern terri Printers' Ink.

FOR SALE—AN OUTSTANDING EXTENSION SCHOOL that has been and is a consistent money-maker. A going concern: complete organization intact. Box 989, Printers' Ink.

DESK SPACE WANTED IN EX-CHANGE FOR WORK BY ARTIST experienced in both sketches and finished drawings; expert photo-retoucher; color specialist. Box 979, Printers' Ink.

PIN TWO DOLLARS to one of your sales letters. I will rewrite it so forcefully that you will gladly pay my usual fee for the next letter. LESTER MEYERS, 125 E. 24th St., New York.

I CAN COVER CHICAGO FOR YOU Able handle editorial, research, and advertising promotion assignments for another publisher at low cost. Good photographer. A1 references. Know agency and publication field. Box 982, Printers' Ink.

PUBLISHERS' REPRESENTATIVE Successful record. Familiar all Western territories selling both farm papers and magazines. Reasons for change one of conditions and not of ability. Refer-ences. Service available May 1st or be-fore. Box 978, Printers' Ink.

Special Advertising Representative Wanted

Established Group Publication Representative (several high-class magazines with large free circulation) will consider direct r reciprocal selling plan with successful

Special Representative or organization for Chicago and New York City.

Main office Chicago, where combination working facilities might be arranged. Give full statement in reply, which will be confidentially treated.

Box 990, Printers' Ink, Chicago Office.

EMPLOYMENT SERVICES

\$5,000.\$50,000 men from far and near come to Penn? Because they know the POWER Penn wields. Because they know Penn's specialized 14 years' experience serving men of large earnings they can not get anywhere else in America. Behind each man Penn serves is our REPUTATION and CONTACTS with husingssmen and officers, in corporation. with businessmen and officers in corporations of standing. Consult PENN today.

HELP WANTED

Salesmen for Political Campaign Buttons and Convention Badges. Splendid side Good commission. St. Louis Button Co., Fourth and Lucas, St. Louis, Mo.

POSITIONS WANTED

SPECIALTY SALESMAN with meritorious record seeks connection. Former employers are his references. Single. Wide traveling experience. Box 984, Printers' Ink.

ADVERTISING AND SALES PROMO-TION MANAGER, with eight years' experience, seeks new connection in the same capacity. Now employed as Sales Manager. Box 988, Printers' Ink.

IDEA MAN-human interest in drawings, layouts, dummies; former key man largest agencies; position most desired, Roughs Free for genuine free-lance han-dled by mail; New Yorker, Box 981, P. I.

BOOKKEEPER—EXPERT, SPECIAL-IZING ADVERTISING AGENCIES. Full charge, assistant, or ledger-clerk. Full time or part time. Excellent references. Salary-any offer. Box 992, P. I.

Services Without Remuneration until ability proven to magazines or news-papers in Metropolitan or vicinity. Eleven years advertising production and advertis-ing dummy make-up. Best of reference. Christian, married, 30 years old. No selling. Box 987, Printers' Ink.

ADVERTISING-SALES PROMOTION Sound background executive experience-manufacturers—distributors. Merchandising-development new markets-contacts.

Nine years free-lance advertising. Planning-layout-art-copy, Seeks connection progressive organization, Box 991, P. I.

Executive Secretary—Attractive young woman, Gentile, with five years' publishing experience in both editorial and business departments. Capable of handling 75 per cent of average correspondence and office routine without supervision. Highest references furnished. More interested in opportunity for advancement than starting salary. Box 986, Printers' Ink.

WHEN \$35.00 A WEEK HIRES ME FOR PRODUCTION, CATALOG MAK-ING, AND OTHER DIRTY DETAILS, IS IT ECONOMY TO WRECK YOUR-SELF WITH EXTRA WORK? I'm single, 28, with college training plus a clean seven-year record with good out-fits. Throw some worries on me and go home once in a while by daylight. Box 977, Printers' Ink.

Editor or Assistant-Proved ability as a trade journal feature writer and sub editor. Desires connection with magazine which desires a man who is experienced in editing, in the preparation and placing of advertisements, in sales promotion and placing of advertisements, in sales promotion and in the preparation of publicity and trade news. Salary moderate. Write for further information and state your proposition. Box 980, Printers' Ink.

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